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CHOPSTICKS NY

7
July 2010
vol. 039
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SPECIAL INTERVIEW

Yukio Ninagawa
(Theater Director)

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CHOPSTICKS NY

[July 2010, Vol. 039]

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"WHAT I KEEP IN MIND IS THE UNIFICATION OF STYLE AND REALISM."

— YUKIO NINAGAWA

YUKIO NINAGAWA Born in Kawaguchi, Japan, in 1935, Yukio Ninagawa first joined a theater company in 1955 and later established his own company in 1967. His directorial breakthrough was *Romeo and Juliet* in 1974, which received national attention. His repertoire ranges from contemporary to non-Japanese classics and modern plays, including those of Shakespeare and Chekhov. In 1983, he was invited to Europe with *Medea* and since then he continues to do oversea tours every year. In 1984, he established Ninagawa Studio (Ninagawa Company) to produce experimental productions with young group members. In 2006, he founded a new theatrical group for people over 55 years old called Saitama Gold Theatre. In addition to theater projects, he directs films and serves as the art director of Saitama Arts Theater and Bunkamura Theater Cocoon in Japan and as one of the artistic directors for London's Grove Theatre.

Although he is best known internationally for his Japanese-language productions of Shakespeare plays and Greek tragedies, director Yukio Ninagawa works on original, contemporary pieces as well. For the first time after the acclaimed Modern Noh Plays in 2005, he will return to the Lincoln Center Festival this July with Musashi. At a rehearsal of this production in Japan, he shared his thoughts on the project with Chopsticks NY.

You have brought your plays overseas many times, and most of their stories—for instance, Shakespeare's plays—are relatively familiar even to non-Japanese audiences. But *Musashi*, which you'll direct at Lincoln Center this summer, is so Japanese. Is it a challenge for you?

Yes, it is. *Musashi* takes the form of a *jidaigeki* (Japanese period drama) while telling about a modern subject. In other words, we are trying to incorporate a classic Japanese performance style into a modern play and create something entertaining. This play bears a truly contemporary message: how we can break a chain of vengeful reactions. I hope we can bring this message to American audiences.

That's a really difficult theme.

Very much so. Logically and emotionally, everyone hates tragedy, I think. But nobody can solve such problems in a logical way. That is the very point that Mr. Inoue [the playwright of *Musashi*, Hisashi Inoue] really struggled to convey. He ultimately plotted the story of the dead people's wishes. The spirits of the dead lose their way and wander around the world of the living. So, the dead people's wishes construct the framework of the play.

It might be hard to understand for people living in a culture of "an eye for an eye."

Indeed. Those who support "an eye for an eye" and rationalize violence may think our logic is just emotion. But what other logical solution can you find than ending vengeful reactions with a sort of hope based on Asian or Japanese sensibilities?

I believe people here are becoming interested in such sensibilities more and more after 9/11—like Buddhism, for example.

That's very understandable. *Musashi* is actually set in a Zen temple. The structure of a temple is quite similar to the stage for a Noh play. We intentionally overlap them. Also, the play follows the outline of Mugen-Noh [a genre of Noh in which storytellers live in an unrealistic world]: A traveler comes to the land of the dead, and the dead people tell their unresolved issues to him. In this case, Musashi and Kojiro come to the Zen temple for a duel, but the dead people's spirits wandering around the temple try to convince the two sword masters to stop. Then Musashi and Kojiro decide not to fight each other, and this helps the dead to release their unsettled spirits and eventually leave the temple. So, it's based on a truly Japanese structure. I hope this will be accepted by audiences in New York.

What can they expect in *Musashi*?

There is an interesting dance sequence. While the cast members do combat training, it gradually transforms into dance. It's a short sequence, but we put a lot of effort into that scene, joking around "Let's go on Broadway!" Well, New York makes me really nervous, to be honest. Because it's the mecca of show business and the best entertainment is there, the audience expectations are very high. I'm encouraged in a way because I want my play to be well received there! [laughs]

You have already established your style, which can be called "The World of Ninagawa."

I have a feeling that the audience in New York will enjoy it. But still, I can't deny that I'm nervous. When I bring my version of Shakespeare, for example, I'm more confident that it will be well accepted. *Musashi*, however, is a new play with Japanese cultural aspects. I can't predict how much it'll be understood. In New York, a variety of new plays and musicals are introduced, and the audience is accustomed to new styles, so it's really hard to appeal to their critical eyes. I really like New York, and this makes me more nervous, even awes me.

Do you think we will see more Japanese plays performed internationally?

I don't know. The masterpieces written by William Shakespeare and Tennessee Williams, for example, have the power to move even Japanese people. Likewise, I would think that what Japanese make has the possibility to be understood by people in America and Europe. I think such universality exists beyond the language barrier. Also, what I keep in mind is the unification of style and realism. We do not find many stylized theater performances outside Japan. On the other hand, stylistic elements play important roles in Japanese theater, although we lack "realism" as defined by a European sensibility. In my opinion, if we unify these two elements with a modern perspective, there is a possibility that Japanese plays can be understood at a universal level.

Would you say you have had this philosophy your entire career?

Yes. It's like I am growing flowers in Japanese soil with seeds from Europe and bringing these flowers to European countries to enjoy. In this sense, *Musashi* is a flower blooming in the soil of Japan, but at the same time it owes a debt to European theater as well. So, I want the audience to see the blending of these two aspects.

Would you recommend some destinations or things to do in Japan for *Chopsticks NY* readers who are planning to visit?

I think it's interesting to see Japanese high technology. One place that symbolizes this element is the scrambled street-crossing viewed from Shibuya Station. Every time I come back from foreign countries and see the 360-degree panoramic view of surrounding hi-tech images and screens in Shibuya, I'm reassured that this is the city of advanced science technology. On the other end of the spectrum, there are the cities like Asakusa and Kyoto that represent Japan's spirituality. In Kyoto, for example, various religions coexist in a chaotic way, but its atmosphere explores genuine spirituality. I like visitors to see the dichotomy.

The one represents functionality and the other spirituality.

That's right. Those two aspects are necessary. We are blessed with modern science while having cities that just explore spirituality. The atmosphere of these cities is held by a completely different mindset than the electric city, Tokyo. We cannot live without either one of them.

It might be said that since we have this dichotomy, we can express the two aspects of Japan, as you do.

It might. When I was invited to Europe—to Italy and Greece, to be specific—I was told, "We've been introduced to Japanese traditional performing arts like Kabuki and Noh plays, but your play has the culture containing Sony and Honda." So, I want them to see the intertwining faces of scientific advancement and Japanese spirituality.

That makes sense in the Ninagawa World.

Certainly.

——Interview by *Hideo Nakamura*

MUSASHI

Musashi, a Noh-inspired play that depicts a ruthless hunt for revenge, circa 1600, between two samurai, features both intense drama and riotous comedy. Famed playwright Hisashi Inoue begins the saga with a showdown between Musashi Miyamoto (Tatsuya Fujiwara) and Kojiro Sasaki (Ryo Katsuji), after which Kojiro is fatally defeated. The legend historically ends here, but Inoue continues to develop the plot. In this production, with its lush evocation of the countryside, the pair unexpectedly meet again six years later at a Zen temple and agree to a rematch.

Performed in the David H. Koch Theater of Lincoln Center from July 7–10
Info: Lincoln Center
http://new.lincolncenter.org/live/index.php/lcf-2010-musashi

Beauty

Cowlicks: Chelsea's Very Own Bathhouse Themed Salon

Cowlicks Japan, a newcomer to Chelsea, is clearly not your typical hair salon. The receptionist that welcomes you is sitting in a bathtub! This sounds surprising, but in actuality the layout has been carefully designed. According to Director of Operations Angel Nieves, the store's concept is that of a Japanese *sento* or bathhouse. "We want this to be a place where people can come and talk, just like at a sento. We encourage clients to come with their partners, children and pets and make themselves at home."

All of the staff are Japanese, trained in Japan and have a wide variety of experience. Nieves believes in taking the best possible care of his employees as this will affect how they treat customers. He wants clients to feel completely relaxed and devotes at least an hour to each one. To further enhance this experience of relaxation, Cowlicks offers full-body shiatsu in a special private room.

In order to create a sento-like atmosphere where people can gather, they plan to add an Internet counter where clients or those accompanying them can surf the web at no cost, and they currently welcome canine visitors with a water dish and a bowl of treats outside! Younger visitors can keep entertained in the children's corner, and soon a lending library will be up and running.

Cowlicks Japan
137 W. 19th St. (bet. 6th & 7th Aves.)
New York, NY 11375
TEL: 212 367 2123
Tue-Fri: 10 am-9 pm
Sat: 10 am-8 pm, Sun. 10 am-6 pm

The *hinoki* bathtub reception desk is on its way but Cowlicks's other unique features such as *noren* or curtain-like cloths, shoe cubbies by each stylist and the salon's menu which is written on a towel by the register are already equipped.

Food

A New Taste Experience with Yuzusco

Using the popular Japanese yuzu kosho (yuzu zest and chili pepper condiment) as a base, a completely new spice has been born. Called **Yuzusco**, it employs the refreshing fragrance of yuzu, the stimulating spiciness of chili pepper and the fresh aftertaste of vinegar.

Yuzu kosho is originally a famous local product from the island of Kyushu, but in recent years it has become widely used across the country. **Takahashi Shoten**, a company that has been manufacturing and selling yuzu kosho for the past 20 years, has received requests from customers saying, "It's a pain to melt yuzu kosho into ponzu and broth," and "Can't you make it easier to use?" In response to this, the company developed Yuzusco, the liquid version of yuzu kosho. Unlike traditional yuzu kosho, which has strong associations as a condiment for hotpot, grilled fish and other Japanese food, Yuzusco's special feature is its ability to be used simply with any cuisine such as Western or Chinese. In addition to spicing up the taste of the dish, it lightens greasy food so it's perfect for steak, hamburgers, hot dogs, fried chicken, salads, pasta and pizza.

Yuzusco can be enjoyed at restaurants in New York. Hakata Tonton in the West Village and Ninja in Tribeca serve dishes which incorporate Yuzusco, and at the latter the *Wafu Paella* (Japanese-style paella) featuring this spice has received much acclaim. Because Yuzusco is so easy to use and can greatly add to the taste of a dish, it is sure to bring together food cultures from around the world.

Where to buy Yuzusco
Sunrise Mart
71 St. Marks Pl., New York, NY 10003
Nippan Da de
522 Mamaroneck Ave., White Plains, NY 10605
Nara Foods
169-A Main St., Port Washington, NY 11050
Sakura-ya
75-05 Austin St., Forest Hills, NY 11375

Info: www.yuzusco.com / www.jfc.com

From Japan

Can Drucker Save Struggling Japanese Businesses?

It was about 25 years ago that Japanese style management was in the spotlight, but after the country's economic bubble collapsed and the economy lost power, it disappeared from people's mind. As Japanese corporations struggle to survive and try to revise their management styles, some influential concepts for their business models come and go. The latest wave is something common but which emerged in a somewhat unexpected manner: the "Peter F. Drucker boom" rising from the younger generation.

Peter F. Drucker (1909-2005), the father of business management, attracts more followers in Japan than in his birthplace of Europe and the country where he resides, the United States. Though he has a big group of admirers among serious Japanese business people, his methods are often considered to be applicable for experts. The reason his fame has spread to the younger generation is a book titled, ***Moshi Koukou Yakyuu no Joshi Manager ga Drucker no "Management" o Yondara*** (If a female assistant of a high school baseball team read Drucker's "Management"...). It is a story about a young girl who tries to pull together the baseball team in her high school by using the principles written in Drucker's *Management*. By borrowing her perspective, it well interprets his business philosophy and applies it to a model that is familiar to everybody. The author Natsumi Iwasaki revived the 40 year-old book as a hands-on, goal oriented, step-by-step marketing case study in a Japanese context by writing it in simple language without any economic jargon. Thanks to this book, Drucker's business philosophy became more approachable and numerous related books analyzing his theories as well as his books occupy extensive bookstore corners. In addition, seminars for people to learn about Drucker to boost their business have become popular.

Compared to 25 years ago Japan has more ventures and small businesses, which means there are more business owners who need management models. Can Drucker help the Japanese economy regain its power?

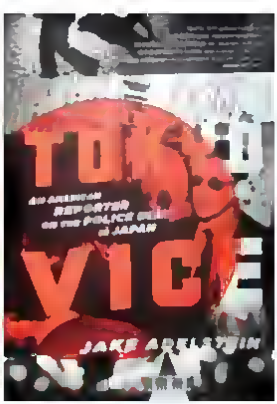
Book

Below Japan's Pristine Surface: Tokyo Vice

Tokyo Vice: An American Reporter on the Police Beat in Japan is the fascinating real life tale of how a guy from Minnesota became a crime reporter at the world's largest newspaper by circulation, the Yomiuri Shimbun. Author Jake Adelstein shares how he went from studying at the prestigious Sophia University in Tokyo to passing the test for employment at the newspaper and being fully initiated into the world of journalism. Needless to say, there a few twists and turns along the way of his 12 years as a Yomiuri reporter. His attention to detail and absorbing storytelling make readers feel as if they are right alongside him in his investigative reporting.

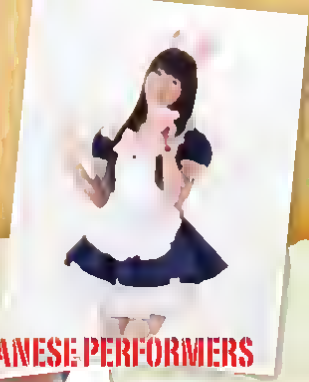
Among one of the most interesting subplots in the book is the one about Adelstein's last major scoop, regarding the trip of one of Japan's most infamous yakuza bosses to the States for a liver transplant. Once Adelstein gets a hold of this information, he relentlessly pursues the story and his life ends up on the line. Other subplots include Adelstein's covering of the murder of a young female British national and the world of human trafficking. It goes without saying that tackling such heavy topics must take its toll on a person, and Adelstein is no exception. He doesn't shy away from discussing the adverse effects such intense work has on his personal life, and some of the difficult choices he is forced to make.

Because of these experiences while at Yomiuri, Adelstein is considered to be one of the foremost experts on Japan's underground scene. He currently works as a writer and consultant in both Japan and the U.S., and the subject of his next book is said to be the yakuza. Don't miss the riveting memoir *Tokyo Vice* from the foreign reporter who spent a decade serving the Japanese public with his stories.



Tokyo Vice. An American Reporter on the Police Beat in Japan By Jake Adelstein
Published by Pantheon Books

JAPAN BLOCK FAIR



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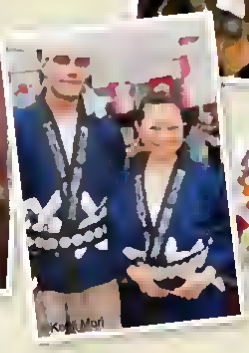

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JAPANESE LUNCH & SUMMER DEALS!

SPEAK JAPANESE AND SPICE UP YOUR DINING EXPERIENCE!

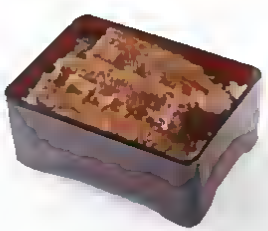
There are only a few Japanese expression patterns you need to know for ordering food in Japanese restaurants. Here we present basic Japanese expressions and a comprehensive glossary that you can use during your next dining experience!

FEATURED RESTAURANT

KIRAKUYA / SUSHI LOUNGE / RHEON CAFÉ / UDON WEST / HAKUBAI JAPANESE RESTAURANT / SOUEN EAST VILLAGE / AZUKI 8TH AVENUE / INAKAYA / IPPUDO NY / KOMEGASHI TOO / RESTAURANT SEO / SOBAKOH / MEGU

LISTING

JAPANESE RESTAURANT
ASIAN RESTAURANT
GROCERY



Speak Japanese and Spice Up Your Dining Experience!

When in Japanese restaurants, have you ever come across puzzling words on the menu? Or have you thought about ordering Japanese food in Japanese? Or have you dreamed of having a smooth conversation with the wait staff and chefs? Here we present basic Japanese expressions and a comprehensive glossary that you can use during your next dining experience. All you need is a little practice and the courage to give it a try!

Illustration by Ai Tatebayashi

Box 1 Customer: Hello. Sushi Chef: Welcome. **Box 2** Customer: What is today's recommendation? Sushi Chef: We have King Salmon. **Box 3** Customer: Sounds good. I'll have that. Sushi Chef: Certainly. **Box 4** Sushi Chef: How's everything? Customer: Great. **Box 5** Sushi Chef: Would you like any dessert? Customer: I'm too full. Just the check please. **Box 6** Customer: Thank you for the meal. Sushi Chef: Please come again.

Sample conversations above include basic expressions that you can arrange according to the situation.

– wa nan desu ka (What is –?)
example
[pointing out one of the dishes on the menu] Kore wa nan desu ka
(What is this dish?)

Kyo no osusume wa nan desu ka
(What is today's recommendation?)

– wa arimasu ka (Do you have –?)
example
Chawanmushi wa arimasu ka
(Do you have egg custard?)

– o onagai shimasu (Please give me [us] – .)
example
[pointing out one of the dishes on the menu] Kore o onegai shimasu
(Give me this please.)
O-kaikei o onegai shimasu
(Check please.)

– o kudasai (I'd like to have –.)
example
Maguro o kudasai
(I'd like to have tuna.)

Expressions you'll hear from the wait staff of a restaurant.
Irasshaimase (Welcome.)
Oshibori o dozo (Here is a hot towel.)
Nani ni nasaimasu ka (What would you like to order?)
Kashikomarimashita (Certainly.)
Ikaga desu ka (How's everything?)
Okawari wa ikaga desu ka (Would you like a refill?)
Mou onaka ippai desu ka (Are you full?) O-sumi desu ka (Are you finished?)
Mata okoshi kudasai (Please come again.)

Glossary

(listed in alphabetical order in each category)

[basic / general]
agemono deep fried dish
buta pork
dashi Japanese
gohan steamed rice
gyu beef kamo duck
koori ice
miso shiru miso soup
mizu cold water
nama fresh raw
niku meat
nimono boiled dish
o-suimono clear soup
o-yu hot water
sakana fish
shio salt
shiru soup
shoyu soy sauce
su vinegar
sunomono Refreshing dish (often boiled) served in vinegar dressing tare sauce
tori chicken
tsukemono pickles
tsukidashi hors d oeuvres
tsumami tidbit, snack
yakimono grilled or broiled dish
yasai vegetable

[cooking styles]
aburi or aburi yaki grilling and broiling
age deep frying Often used in "kara-age" (Japanese fried chicken)
kake pouring Often used in "kake udon" and "kake soba."
hitashi soaking Often used in "o-hitashi"
mushi steaming Often used in "chawa-nmushi" (egg custard) and mushi gyoza (steamed dumpling)
ni boiling and simmering Often used in "kaku-ni" (simmered pork belly)
oroshi grating Often used in "daikon-oroshi" (grated daikon radish) and "oroshi shoga" (grated ginger)
kabayaki a cooking technique of broiling ingredients after dipping in soy sauce base special sauce
saikyoyaki a cooking technique of broiling ingredients after marinating in miso-based marinade paste
shime taking the moisture out of the ingredient to make it firm by using salt or vinegar Often used in "shime-saba" (vinegar pickled mackerel)
tataki it refers to two completely different cooking methods. One is to slightly sear ingredients (often bonito), briefly marinated in sauce and sliced to serve. The other preparation style is to mince ingredients with a knife and later pound it with the back of the knife while mixing with herbs and spices tenyaki a cooking technique of glazing ingredients while broiling or grilling them in a sweet soy sauce
tsuke or zuke marinating, dipping, and pickling Often used in "tsuke-men" and "Ochazuke" (pouring tea or dashi broth over rice)
yaki grilling, broiling, stir frying, and baking Often used in "yakisoba" (stir-fried egg noodle) and "yakitori"

[appetizers & entrée]
chawanmushi egg custard dish served in a tea cup like bowl
donburi bowl of rice and topping over the rice Usually used as the short form "don" as in "katsu-don" (pork cutlet and egg over rice) "ten-don" (tempura over rice) and "tekka-don" (tuna sashimi over rice).
edamame: boiled soybean
katsu: cutlet
o-hitashi: Boiled ingredients (often vegetables) served in dashi broth-base dressing
shabu shabu: a type of hot pot dish that each person dips thin sliced meat in boiling water to cook and eat with dipping sauces
sukiyaki a type of hot pot with sauté beef and vegetables with sweet soy sauce in iron pot.
tatsuta-age or kara-age: Japanese style fried chicken
tonkatsu pork cutlet
tororo grated yamaimo (Japanese yam) with a sticky runny texture Often poured on rice, fresh tuna or broiled eel to make the dish called "yamakake" Don't confuse with "tororo konbu," which is a shaved, dried kelp.
yosenabe a type of hot pot with boiled ingredients in a dashi broth

[noodles]
chashu or chasyu roasted pork
hiyamugi wheat flour noodle thinner than udon and thicker than somen
hiyashi chuka cold ramen noodle
kaedama extra noodle
kamaage A type of udon noodle dish Udon fresh from the pot is served with dipping sauce
kamo-nanban Udon and soba with grilled duck and scallion
kitsune Udon and soba with seasoned abura-age (fried bean curd) on top
men noodle in general
menma or shinachiku bamboo shoot
ramen egg noodle
sanuki Name of the area in the south western part of Japan which produces great udon noodles. Sanuki style udon is thick and boasts of chewy texture
sarashina Name of the mountainous area located in mid-Japan which produces great soba noodles. Sarashina style soba is made from buckwheat flour with only the core of the grain milled It boasts of clean, sophisticated flavor
soba buckwheat noodle
somen vermicelli like thin wheat flour noodle
tsuke-men ramen noodles eaten with dipping sauce
tan-tan men or dan-dan men ramen with spicy meat sauce
tanuki Udon and soba with tan-kasu (excess batter taken from deep-frying tempura) on top.
tsukimi Udon and soba with raw egg on top
udon wheat flour noodle

[yakitori]
harami thin strip of meat that's connected to the diaphragm
hatsu heart of the chicken
hatsumoto the base of the heart that connects to the liver
kashiwa chicken meat in general
kawa skin of the thigh breast, and neck
momo thigh
nankotsu gristle
negima combination of negi (scallion) and breast
sasami breast tenderloin
sesori neck
sunagimo gizzard
teba chicken wing
tsukune chicken meat ball

[sushi & sashimi general]
Chirashi or chirashizushi assortment of sushi toppings over a bowl of sushi rice
gari pickled ginger on the side of sashimi or sushi
makimono or maki roll
neta jargon for referring to ingredients for sashimi and sushi
nigiri or nigiri zushi hand shaped sushi
sashimi sliced raw fish
shoga ginger
tsuma garnish
wasabi Grated wasabi radish is a Japanese spice that has pungent aroma Used for spicing up sashimi and sushi.

[sushi & sashimi ingredients]
akagai ark shell
aji horse mackerel
anago conger, salt water eels
ama-ebi sweet shrimp
awabi abalone
botan-ebi (spot prawn)
buri yellowtail
chu-toro medium fatty tuna
ebi shrimp, prawn
hamachi young yellowtail
hamaguri clam
hirame fluke
hotate scallop
ika squid
ikura salmon roe
ise-ebi lobster
iwashi sardine
kaki oyster
kani crab
kama neck of a fish
maguro tuna
mentaiko spicy cod roe
miru-gai geoduck
toro fatty tuna
oo-toro the fattiest tuna
sake salmon
sawara sierra
saba mackerel
suzuki sea bass
tai bream, snapper
tako octopus
tamago egg
tarako cod roe
tobikko flying fish roe
unagi eel
uni sea urchin

[traditional roll items]
o-shinko-maki pickled daikon radish roll
kappa-maki cucumber roll
kanpyo-maki seasoned, dried gourd shavings
natto-maki fermented soybeans roll
tekka-maki tuna roll

[dessert]
anmitsu red bean paste on mitsumame
azuki red bean paste
kaki-goori shaved ice with syrup
kanten agar Often eaten in syrup and with fruit.
mitsumame boiled red bean with agar in syrup
mochi rice cake
shiratama rice flour dumpling

[tea]
cha or o-cha tea
bancha standard grade tea often served at high temperature
genmai-cha brown rice tea
gyokuro high grade tea, often served at low temperature
hoji-cha roasted green tea
maccha or matcha powdered tea made from the highest grade green tea
mugi-cha barley tea
ryoku-cha green tea
sencha medium grade tea

[others]
kaikei / oaiso / kanjo check out
okawari refill another helping
oomori large serving

UNDER $10

TASTE AND PRICE THAT CAN'T BE BEAT!

KIRAKUYA

Koreatown is not the first place people go for Japanese food but a new location has sprung up that will make you think twice about this. **Kirakuya** is a newly opened sake bar/restaurant whose stylish atmosphere and authentic dishes are sure to make it a popular destination. According to Executive Chef Michihiro Kumagai, his goal is to offer customers "real, healthy Japanese food that will satisfy at a cheap price."

The lunch menu, which ranges in price from $9.99 to $11.99, is comprised of sets and has a wide array of choices such as grilled salmon *nikujaga* (pork and potato cooked in broth), *tatsuta-age* (fried chicken), *tonkatsu* (fried pork cutlet) and fried Chilean sea bass. Each selection comes with *seiro gohan*, rice steamed in a wooden basket with your choice of chicken or conger eel and mountain herbs. As you open the basket's lid, the wood's pleasant aroma fills the air and a column of steam rises up to reveal the delicious contents!

Along with these main plates come a variety of side dishes like *chawan mushi* (egg custard), salad, miso soup, kimchi, and *zaru tofu* (cold soft tofu in a basket). The creamy and refreshing zaru tofu, offered as a free appetizer at night, is homemade daily and this alone is worth the trip to Kirakuya!

LUNCH SET $9.99

(choice of grilled salmon and chicken seiro)

Kirakuya's lunch set is sure to satisfy. Going clockwise from the back, the side dishes are zaru tofu, salad, kimchi, chawan mushi, simmered daikon and miso soup.

▶The conger eel seiro gohan features anago with perfectly flavored shiitake mushrooms and egg strips.

RESTAURANT DATA

2 W. 32nd St., 2nd Fl.
(bet. 5th Ave. & Broadway)
New York, NY 10001
TEL. 212-695-7272
Lunch: Mon-Fri 12pm-3pm
Dinner: Sun-Thu 5:30pm-midnight
Fri.-Sat 5:30pm-3am

UNDER $10

AMAZING VARIETY AT UNBEATABLE PRICE

SUSHI LOUNGE

CHEESE CHICKEN OBENTOU BOX

$7.95

Cheddar cheese and scallions are rolled with white meat chicken and deep fried, and you'll enjoy the unique medley of the texture of melting cheese, crisp fresh scallions, juicy meat and crunchy fried batter.

COLD RAMEN

$9.25

In Japan *Cold Ramen* is a typical summer dish. The cucumbers, sprouts and string beans with egg, sliced pork and crab sticks doused with a sweet and sour sauce is enjoyed by customers as an alternative to salad.

From sushi to ramen, udon and soba and curry rice to donburi, **Sushi Lounge** serves every Japanese comfort food that you can possibly imagine. It's the variety and authenticity that attract their clientele, but what's more tempting is their price.

During lunchtime between 12 pm and 4 pm, you can enjoy most items for under $10. The *Obentou Box*, which comes with your choice of entrée, appetizer, salad, rice and miso soup, is especially unbeatable at $7.95! The ten entrée choices include popular Japanese food such as *Chicken Teriyaki*, *Tofu Steak*, *Assorted Tempura*, *Salmon Teriyaki*, and *Chicken Cheese* [photo]. Mr. Okayama, owner of the restaurant and its sister restaurant **Noodle Cafe Zen** (31 St. Marks Pl.), says, "The *Obentou Box* lunch menu is always in high demand in both restaurants, so I haven't changed the content at all for about 20 years." Another dish he recommends is the *Cold Ramen*, which is offered all day long. "It's relatively unknown by non-Japanese customers, but I guarantee that once you try it you'll definitely love it and come back for more." They also offer all sushi and roll items at 50% off with a minimum order of $16.

With so much on the menu it takes a while to decide what to get, but thanks to the low prices you can come back as many times as you want.

RESTAURANT DATA

132 St. Marks Pl.,
(On the corner of 8th St. and Avenue A.)
New York, NY 10009
TEL. 212-598-1188
Mon-Sun 12pm-1:30am

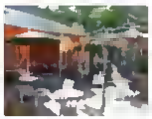
UNDER $10

RHEON CAFÉ

WAGYU BEEF BURGER $9.75/$6 (half size)

RESTAURANT DATA

189 Spring St.
(bet. Thompson & Sullivan Sts.)
New York, NY 10012
TEL: 212-966-7040
www.rheoncafe.com
Mon-Fri: 7am-7:30pm
Sat: 8am-7pm
Sun: 9am-6pm



Renowned for its delicious croissant, **Rheon Cafe**'s menu boasts of 10 varieties of sandwiches as well as weekly and monthly chef's specials. Their *Tofu Burger* and *Salmon Sandwich* are steadily in demand, and the *Wagyu Beef Burger* is especially popular among their patrons. Juicy, premium U.S. wagyu beef, crispy lettuce and tomatoes are drizzled with a creamy chipotle sauce and served on a freshly baked bun. During summer, enjoy your lunch at their large garden that seats up to 40 people.

UNDER $10

UDON WEST

SPICY TUNA-DON SET $9.95

RESTAURANT DATA

11 St. Marks Pl
(bet. 2nd & 3rd Aves.)
New York, NY 10003
Mon-Thu: 12pm-2:30am
Fri & Sat: 12pm-3:30am

Catering to udon enthusiasts, **Udon West** dishes out a wide variety of set meals at a wallet friendly price of $9.95. An energizing lunch option from the menu is the *Spicy Tuna-Don Set* that comes with cold udon noodles. The thick and firm udon noodles are served with a rich dashi broth from Kyushu, Japan, and the combination of refreshingly cold noodles and spicy tuna packs a punch that will awaken your senses. Upon request, a hot bowl of udon noodle soup can also be served with a set meal.

HEALTHY LUNCH

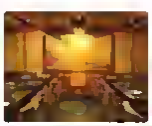
HAKUBAI JAPANESE RESTAURANT

KENBI LUNCH COURSE $39.20

RESTAURANT DATA

66 Park Ave. (at 38th St.)
New York, NY 10016
TEL: 212-885-7111
www.kitano.com
Mon-Sun
Lunch: 11:45am-2:30pm
Dinner: 6pm-10pm

*Lunch is not offered on holidays and weekends from Jul. 3rd to Sep. 6th, 2010



A celebrated authentic kaiseki restaurant, **Hakubai** features *Kenbi Lunch Course* – a well-balanced lunch that boosts your circulation and supports healthy digestion. This 4-course meal comes in satisfying portions, and the entire meal contains only 493 kcal. What's more is that 20¢ from each order is donated to TABLE FOR TWO, a non-profit organization that provides one school meal for a child in a developing country. It is a feel good meal that is delicious, low in calories and helps feed hungry children.

HEALTHY LUNCH

SOUEN EAST VILLAGE

TOFU MUSTARD PITA BREAD (WHOLE WHEAT) W/ SALAD $8

RESTAURANT DATA

326 E. 6th St.
(bet. 1st & 2nd Aves.)
New York, NY 10003
TEL: 212-388-1155
www.souen.net
Lunch: Mon-Sun 12pm-4pm
Dinner:
Mon-Sat 4pm-11:30pm
Sun 4pm-10pm

Based on Macrobiotic principles, **Souen East Village** serves healthy meals with organic ingredients. For a guilt-free snack, try their *Tofu Pita Packet*. Tofu, lettuce, carrots and onions along with peanut and tofu-dill sauce are tucked inside of a whole grain pita, and it comes with a side of salad. Another light meal that you should not miss is *Ramen Salad*. Root vegetables and seaweed on a bed of ramen noodles are finished off with a soy sauce base ($11.50) or a miso sauce base ($12.50).

SPECIAL LUNCH

STAYING COOL WITH SUMMER LIMITED DISHES

Azuki 8th Avenue

Spicy Cool Udon
[SPECIAL APPETIZER]

$12.95

This cool udon overflowing on a large dish is accompanied by many vegetables and its taste is accentuated by the spicy mayonnaise-based sauce. With one mouthful the spicy shot you receive will awaken your sensations in a second.

Double Layer
[SPECIAL APPETIZER]

$12

This appetizer has two layers of *Spicy Tuna* and *Chopped Salmon*. Between them you will find masago and a topping of wasabi masago with a fun bubbly texture. Honey dijon mustard sauce gives the perfect harmony of spiciness and sweetness

2007 saw the opening of the sophisticated, modern Japanese restaurant **Azuki 8th Avenue** with its stylish, clean atmosphere. Because the menu's lineup and taste caters to even those who are having Japanese food for the first time, the restaurant can easily be used as a spot for a business lunch, a drink after work or a date.

Popular lunch dishes include *Beef Teriyaki with Red Wine Sauce* and *Lunch Special Bento Boxes*, but here we would like to introduce summer (July 1–September 21) limited edition dishes not found on the menu. They are the special appetizers *Spicy Cool Udon* and *Double Layer*. The udon comes with lots of vegetables and will provide a pleasant cooling sensation, but because the portion is large it can also be ordered as an entrée. The latter is an extravagant appetizer comprised of spicy tuna and chopped salmon. In addition, live *uni* (sea urchin) and *botan ebi* (spot prawn) will be offered on the summer limited edition menu. This special service is something seafood lovers won't be able to resist!

Azuki's special service is not just at lunch, but dinner as well. Currently on Monday–Friday and Saturday from 5 pm to 11 pm, customers receive complimentary sake or white wine with orders $30 or more. Ask your server for details.

RESTAURANT DATA

520 8th Ave. (at 36th St.)
New York, NY 10018
TEL: 212-736-5116
www.azuki-nyc.com
Mon-Fri: 11am-3pm, 5pm-11pm
Sat: 12pm-3pm, 5pm-11pm

SPECIAL LUNCH

A SOPHISTICATED TWIST TO YOUR LUNCHES

Inakaya

Shokado Bento Box:
"Matsu"[FRONT] **$32** "Take" [BACK] **$25**

"Matsu" features fresh salad, shrimp and vegetable tempura, salmon avocado roll, somen noodles, US Kobe beef with your choice of teriyaki sauce or sea salt, and grilled fish of the day. "Take" includes sashimi salad, grilled vegetables, shrimp and vegetable tempura, somen noodles and grilled black porgy fillet fish. All *Bento Box* are served with miso soup and rice.

The hustle and bustle of Times Square may not be the first place that comes to mind when going out for lunch. But the fabulous food and friendly atmosphere at **Inakaya** will make you change your mind in an instant. Inakaya, a bright and airy Japanese countryside pub with a modern twist, is known for "Robatayaki" style of Japanese grilling. It is the first Japanese restaurant in New York to use unique large paddles to serve the grilled food to the customers.

Since the opening in February 2009, special lunch boxes known as *Shokado Bento Box* (a traditional Japanese bento box which has partitions to separate each food item) have been the most sought-after items on the menu, highlighting Inakaya's specialty dishes that exhibit the finest of Japanese cuisine. Three types of *Shokado Bento Box* are offered, varying by the amount of food and individual items included: *Ume* ($18), *Take* ($25) and *Matsu* ($32). *Take* and *Matsu* specially feature Inakaya's signature robatayaki, which allow you to enjoy juicy meat or fish fresh off the grill. Each *Shokado Bento Box* is created with only the freshest seasonal ingredients and you can look forward to a new *Bento* menu each month.

RESTAURANT DATA

231 W. 40th St.
(bet. 7th & 8th Aves.)
New York, NY 10018
TEL: 212-354-2195 / www.inakayany.com
Lunch: Mon-Fri: 11:30am-2:30pm
Dinner: Mon-Fri: 5pm-11pm
Sat & Sun: 5pm-11pm

SPECIAL LUNCH

IPPUDO NY

KARAKA RAMEN $13 (set $16)

RESTAURANT DATA

65 4th Ave
(bet. 9th & 10th Sts.)
New York, NY 10003
TEL 212-388-0088
www.ippudony.com
Lunch
Mon-Sat 11am-3:30 pm
Sun 11am-5pm
Dinner
Mon-Thu 5pm-11:30 pm
Fri-Sat 5pm-12:30 am
Sun 5pm-10:30 pm

A popular ramen joint, **Ippudo NY** has just undergone a complete flavor makeover and their soup is now amazingly smooth and delectable! A must try item this summer is *Karaka Ramen* with an elegant spiciness that pleasantly stimulates your taste buds. Their original tonkotsu pork soup with a special blend of spices is served with noodles, chashu (pork belly), kikurage, minced pork and scallions. Their menu always features something new, so stop by during lunch hours to try them out for a discount.

SPECIAL LUNCH

KOMEGASHI TOO JAPANESE CUISINE

COLD SUMMER NOODLES $11.95

RESTAURANT DATA

99 Town Square Place
Jersey City, NJ 07310
TEL. 201-533-8886
www.komegashi.com
Lunch
Mon-Fri 12pm-2:30pm
Brunch
Sat 12:30pm-3pm
Sun 1pm-4pm
Dinner
Mon-Thu 5pm-10:30pm
Fri & Sat 5pm-11pm
Sun 4pm-10pm

Located next to Newport Marina in Jersey City, overlooking a view of the Manhattan skyline, **Komegashi too** serves traditional sushi as well as neo-Japanese fusion cuisine. On a hot summer day, nourish yourself with their healthy *Cold Summer Noodles*. Shredded egg, broiled chicken, julienne cucumber and spinach are topped over thick cold noodles and served with a refreshing sesame seed flavored soy sauce. Also try their original cocktails at discounted prices to spice up your lunch meal.

SPECIAL LUNCH

RESTAURANT SEO

SPECIAL LUNCH "A" $11.75

RESTAURANT DATA

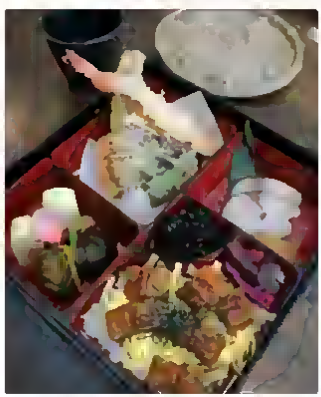
249 E. 49th St.
(bet. 2nd & 3rd Aves.)
New York, NY 10022
TEL. 212-355-7722
Lunch: Mon-Sun 12pm-5pm
Dinner
Mon-Sat 5:30pm-10:30pm
Sun 5:30pm-10pm

Restaurant SEO is a traditional Japanese eatery that offers a proverbial taste of Japan in a comforting atmosphere. Their *Special Lunch* comes in 3 variations: A (*Broiled Mackerel*), B (*Chirashi*) and C (*Eel Over Rice*), and all sets are served with vegetable tempura and miso soup. The A set comes highly recommended by the owner/chef of Seo: the mackerel incredibly succulent and delicious with its crispy skin. Other lunch sets like *Tontatsu* and *Katsu-don* are also offered at $9.75.

SPECIAL LUNCH

SOBAKOH

EEL SPECIAL LUNCH BOX $21/$19 (half soba)



RESTAURANT DATA

339 E. 5th St.
(bet. 1st and 2nd Aves.)
New York, NY 10003
TEL. 212-254-2244
www.compasscompass.com/sobakoh
Lunch: Mon-Sun 12pm-3pm
Dinner
Mon-Sun 5:30pm-10:45pm

Japanese eat eel to build stamina for the hot and humid summer during Doyo-no-ushi-no-hi in late July. To honor this tradition, **Sobakoh**, a soba specialty restaurant will serve *Eel Rice with Soba Lunch Box* from Jul 19 to Aug 8. The eel, grilled to perfection, is smeared with their mouthwatering original sauce and served over rice. It also comes with soba noodles, assorted tempura, two side dishes and ice cream. Cherish the flavor of Japanese tradition and get through the hot summer in NY.

ADVERTISEMENT

Remarkable Lunch Offerings at MEGU Midtown

MEGU
Modern Japanese Cuisine

Excellent news for those who want to enrich their weekend experience—MEGU Midtown has just started a Weekend Brunch menu! The brunch, available from 11am to 3pm, features signature MEGU dishes such as the *MEGU Original Kobe Burger* and *Ladies Cod Burger*, and new, exciting brunch items like *Organic Eggs Benedict with Smoked Salmon and Caviar*, *Kobe Steak and Eggs*. They even have a *Kids Brunch Platter* with *mini Kobe Burgers*, *Truffle Fries* and more.

They will also be offering amazing opportunities to taste its modern Japanese cuisine during NYC's upcoming Restaurant Week, from Jul. 12 through Sep. 6. They will serve a prix fixe 3 course lunch for $24.07, which gives you several options for your appetizer, entrée and dessert. If you can't make it during Restaurant Week, MEGU Midtown offers a similar 3-course lunch for $24 and up during the entire year, with even more exciting menu options. There are four appetizers to choose from such as the *Madai Oriental Salad* and *Crispy "Kanzuri" Shrimp* and seven entrée options like the *MEGU Bento Platter* and *Chef's Omakase Sushi* plus eight desserts on the menu, such as the *Green Tea Crepe*. This prix fixe lunch is especially popular among female customers, who- unlike men – are allowed to pick two desserts.

For more luxurious lunch, MEGU Midtown just introduced a brand new 5 course prix fixe lunch for $75 featuring a multitude of MEGU favorites. From authentic Japanese to eclectic, from casual to elegant, MEGU Midtown's lunch and brunch menus are sure to please every palate.

*During Restaurant Week, MEGU Midtown also offers a dinner course for $35 and up.
*A selection of MEGU a regular lunch dishes will be available during brunch hours (11am – 3pm) on Saturdays and Sundays.

MEGU Midtown
845 United Nations Plaza
(The Trump Tower 1st Fl.)
New York, NY 10017

MEGU New York
62 Thomas St.
New York, NY 10013
TEL. 212-964-7777
www.megurestaurants.com

megunyc
Ilovemegu

The *Bento Platter* is the perfect sampling of MEGU cuisine. The featured items change daily depending on the freshest ingredients, but the platter will always feature fish, a sushi roll, and additional "bites."

Desserts are very appealing to female customers who are allowed to choose two. The popular *Green Tea Crepe* adds an infusion of Japan to a French favorite. (Lunch only)

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1 800-222-5824 Open 7 days 9:30am-7pm
www.jtbusa.com/en njm@jtbusa.com

MISO: The Miracle Ingredient That Adds "Umami"

Made from fermented soybeans, miso is truly nutritious and versatile. The Gohan Society's recent event demystified this ingredient, which can be used in any cuisine.

At Japanese restaurants, miso soup is a common item on the menu—you may have also tried miso-marinated cod, miso dip, or even miso muffins, but miso is still a relatively mysterious ingredient in Western countries. In Japan, miso has been appreciated for over 1,000 years as part of the daily diet and is used in many ways. To foster a better understanding of this ingredient, the Gohan Society presented a lecture and cooking demonstration at the French Culinary Institute.

As an introduction, Marukome USA, Inc., the foremost miso provider in the U.S. and a subsidiary of Japan's leading miso producer, made a presentation featuring important information about the ingredient: how miso is made, its health benefits, varieties, flavors, and regional differences. Made mainly from soybeans that have undergone a fermentation process, miso has an abundance of protein and is rich in fiber and also contains a healthful enzyme. "Like the apple in this country, it's said a cup of miso soup a day keeps the doctor away in Japan," the representative from Marukome explained.

The fermentation produces "umami," which is translated as "flavorfulness" or "tastefulness" and is a key component of Japanese cuisine. Full of umami, miso plays an important role in any dish and also enhances its nutritional value. During their cooking demonstration, Chef Noriyuki Kobayashi of MEGU Midtown and Chef Katsuhisa Inoue of MEGU Downtown showed how miso can be easily applied to non-Eastern cuisine by presenting *Miso Garlic Butter, Cream Cheese & Miso Egg Rolls, Miso Bagna Cauda, Bleu Cheese & Miso Paste on Baguette with Honey, Miso Minestrone*, and *Washu-gyu Steak with Miso Fond de Veau Sauce*. "The menu we presented today was very simple. I wish we could make the participants think, 'Oh, I can use miso in my cooking at home,'" said Chef Kobayashi. Most of the participants knew little about cooking with miso, and many impressed by the ideas presented and were encouraged to incorporate the ingredient into their own cooking. One participant commented after watching the *Miso Minestrone* demo, "I saw he added miso at the last minute, and it really made a difference." Another remarked, "I was afraid of using miso, but now I'm confident."

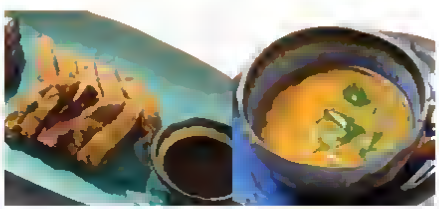
Just as it does in Japan, miso can contribute to a healthy life in the West. It is an ingredient that spices up dishes as well as your diet.

The Gohan Society
301 W 57th St., #3C, New York, NY 10019
TEL: 212 385 3550 / www.gohansociety.org

Time Line

▲ The comprehensive lecture on miso by Marukome USA, Inc. prompted participants to ask many questions, such as "How long can miso be stored? Does instant dried miso have the same health benefits?"

▼ Chef Kobayashi incorporated miso into seven dishes featuring the cuisines of Italy, China, France, and Japan.



▲ *Miso Minestrone* uses both red and white miso for a well-balanced flavor, while *Panko-Breaded Washu Gyu Miso Fond de Veau* takes advantage of red miso's full-bodied flavor.

Photo courtesy by Kenji Takigami

ADVERTISEMENT

Spice Up, Dress Up and Cool Down Your Summer Plates with Kikkoman!

Here comes the sweltering season! Your appetite might be weakened, but you no longer have reason to worry. Here we introduce summer recipes using Kikkoman® products that will whet your appetite. The chefs from an eclectic Japanese cuisine restaurant in Brooklyn called 1 or 8 created these recipes and shared ways for expanding your cooking repertoire and impressing your guests

Spice UP Kikkoman Ginza Curry Croquette

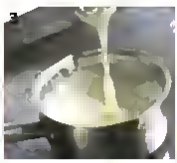
Kikkoman Ginza Curry is a canned, ready-to-eat curry that comes in three flavors, chicken, pork and beef. Chef Atsushi Yokota of 1 or 8 spices up a regular cream croquette recipe just by mixing in Ginza Curry. Since the curry has chunky ingredients, you can skip the painstaking process of preparing ingredients. Just pick your favorite flavor!

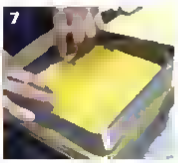
[Ingredients: serves 8]

- 1 can of your choice of Ginza Curry [chicken, pork, or beef]
- 1 cup milk
- 1 oz flour
- 1 oz unsalted butter
- 2 egg yolks
- Kikkoman Panko (breadcrumbs), flour, and egg for breading
- Oil for deep frying

[Directions]

1. Mix milk and flour well.
2. Melt unsalted butter in a saucepan at low heat and bring it to a boil. Wait until it's bubbling up and the bubbles become small.
3. Add milk and flour mix and constantly stir while thickening.
4. Add egg yolks and mix.
5. Remove from heat and add Kikkoman Ginza Curry.
6. Bring it back to the heat and mix well.
7. Pour the creamy croquette base into a vat, cover it with plastic wrap and cool in the refrigerator.
8. After the base is set and firm, form croquette balls.
9. Bread the croquette balls. First, roll them in flour and shake off any excess. Next, dip them in egg and finally roll in the panko breadcrumbs until evenly coated.
10. Deep fry the croquette balls.
11. Serve with vegetables like shredded cabbage and sliced tomato.





[Tip] Unlike the standard way to make white sauce, I recommend mixing the milk and flour thoroughly before adding into the bubbling butter. This can help you to make smooth white sauce. The Ginza Curry Croquette can be enjoyed as it is, but it would be fun if you put it over rice and have it as donburi.

— Atsushi Yokota (Chef de cuisine)

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Larger lighter and fluffier crumbs for ideal coatings crunchy toppings, stuffing, desserts and more.

kikkoman
seasoning your life
www.kikkomanusa.com

Dress Up — Fluke Ponzu Cevice

Sushi Chef Kazuo Yoshida of 1 or 8 takes the best of Kikkoman Rice Vinegar and Ponzu in this summery appetizer. The vinegar is used for cleaning and refreshing the fish flavor, and ponzu contributes to reducing the preparation steps for making dressing. He also adds red onion, mango and grapefruit to dress the dish up both color and taste wise

[Ingredients: serves 4]

- 7 oz fluke
- 1/2 red onion
- 1/2 grapefruit
- 1/4 mango
- 1/2 cup Kikkoman Rice Vinegar
- 1 tbsp Kikkoman Ponzu
- Salt and pepper to taste
- Cilantro to garnish

[Directions]

1. Slice fluke thinly.
2. Put sliced fluke in a bowl with Kikkoman Rice Vinegar and ice for a minute to tighten the meat.
3. Place the fluke on a paper towel one by one, cover them with another paper towel and pat lightly to dry.
4. Slice red onion and blanch it.
5. Slice mango and peel grapefruit.
6. Put onion, mango, grapefruit and fluke in a bowl, pour Kikkoman Ponzu and mix well.
7. Season with salt and pepper.
8. Arrange it on a plate and sprinkle cilantro on top as garnish.

Cool DOWN — Kumamoto Oyster Cocktail

Ponzu Sorbet

[Ingredients: serves 3]

- 3 pieces Kumamoto oyster
- 1/2 cup Kikkoman Ponzu
- 1/4 grapefruit

[Directions]

1. Pour Kikkoman Ponzu in a vat and freeze it.
2. Peel grapefruit and dice it.
3. Shave frozen Ponzu to make sorbet, and arrange on top of fresh raw oysters.

Ginger Vinegar Sorbet

[Ingredients: serves 3]

- 3 pieces Kumamoto oyster
- 1 tbsp ginger juice
- 1/2 cup Kikkoman Rice Vinegar
- 1/2 kiwi

[Directions]

1. Mix Kikkoman Rice Vinegar and ginger juice in a vat and freeze it.
2. Peel kiwi and dice it.
3. Shave frozen ginger vinegar to make sorbet, and arrange on top of fresh raw oysters.

[Tip] Today I used flatfish for the cevice, but you can use any plain white meat fish or shrimp as well. Soaking sliced fish in vinegar and ice helps to remove the fishy taste, excess moisture and fat, and ultimately refreshes the fish flavor.

Japanese people eat fresh oyster with ponzu, but added a twist to freeze it for enhancing its summer flavor and making it more stylish.

— Chef Kazuo Yoshida (Executive Sushi Chef)

1 or 8
66 South 2nd St., Brooklyn, NY 11211
TEL. 718-384-2152

*The dishes introduced in this article are not served at 1 or 8.

New additions to your kitchen shelves

kikkoman
season ng your life

Seasoned Rice Vinegar
Now you can make perfect sushi rice using this seasoned rice vinegar

Rice Vinegar
Mild vinegar full of health benefits for dressings, marinades and condiments

Ponzu Lime
An excellent marinade for skirt steak shrimp fajitas and any dishes that calls for a little hint of fresh lime.

Ponzu Citrus
A prefect balance of salty, sweet and tangy flavors is wonderful in varieties of recipes

NEW!
Oyster Sauce Red Label
Made with real oyster juice, it is excellent for stir-fry meals

NEW!
Oyster Sauce Green Label
Same delicious essence as Red Label without M S G

www.kikkomanusa.com

FUJI's healthy "Bento" for all occasions

Perfect for business conferences, outdoor occasions, and even weddings: FUJI Catering provides deliciously packed bento boxes for all kinds of special occasions.

Business Meeting/Conference

Are you bored of ordering the same kind of food every time you have a business or conference meeting? You can make a bigger impression with FUJI's variety of well-balanced meals that will surely make your next occasion an unforgettable experience for your clients and business colleagues.

Budget: ***$8 & up per person***

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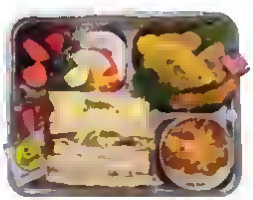
Expecting a group of tourists flying in early in the morning or late at night? FUJI Catering can help! Your guests can enjoy a new and unique dining experience that also provides a delicious meal at any time of the day for your convenience, so you do not have to worry about finding a restaurant.

Budget: ***Breakfast & light meal: $5 & up per person***
Lunch & Dinner: $10 & up per person *(Minimum 20 orders)*



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Here's a new idea for a wedding reception: why not celebrate that special day with beautiful, delicious, and healthy Japanese food? You will be able to meet with FUJI's professional chef in advance to create your very own custom-made banquet feast, and when the wedding day finally arrives, the chef will visit on site to prepare the food.

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FUJI
CATERING

We deliver to your neighborhood! All **Manhattan**, **New Jersey**, **Long Island**, **Queens** and **Brooklyn**.

All bento can be customized. If you like to customize your bento, make an order at least a week prior and the delivery will be on its way, on time and to your desired location!

FUJI Catering **T: 212-219-9955** **F: 212-941-1171** **WWW.FUJI-CATERING.COM**

Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available | Open for Lunch
M Tu W Day Close | Delivery
Th F Sa Su | Family Dining
Romantic Dining | Local Favorite
Vegetarian Friendly | Business Dinner

Coupon available at www.chopsticksny.com

Upper West

Akai Sushi Lounge — $18
507 Columbus Ave (bet. 84th St & 85th St)
212-362-4200

Bar Masa — $69 Su L
Time Warner Ctr., 10 Columbus Cir., 4th Fl
212-823-9800

Daa Japanese Restaurant

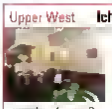
Serving affordable Japanese dishes for $20 or less in the heart of Lincoln Sq. for over 30 years. Our sushi chef Mr. Miyata and the dining chef Mr. Hara are both native Japanese, and have been satisfying our patrons with delicious meals for over a decade.

2019 Broadway (at 68th St.) — $20 L
212-877-5255

Gari — $80
370 Columbus Ave (bet. 77th & 78th St.)
212-362-4616

Haru — $35
433 Amsterdam Ave. (bet. 80th & 81st St.)
212-579-5655

Ichie Japanese Restaurant



Enjoy sushi and 10 kinds of daily appetizers by the Japanese chef. The seafood is fresh from Fulton Market and the menu includes unique items like Amsterdam Roll with grilled salmon and Camembert cheese. Call for delivery availability.

53 W 10th St (bet. Amsterdam & Columbus Aves.) — $20
212-465-4888 www.chopsticksny.com/ichie

Kitara — $18
510 Amsterdam Ave (bet. 84th & 85th St.)
212-787-3008

Koazaa — $25
695 Amsterdam Ave (at 93rd St.)
212-280-0099

Kuma Sushi — $30
165 W. 72nd St. (Amsterdam & Columbus Ave)
212-580-5228

Mama Sushi — $25
237 Dyckman St. (Broadway & Riverside Dr.)
212-544-0003

Mana Organic Cafe — $20 L
646 Amsterdam Ave. (bet. 91st & 92nd St.)
212-787-1110

Masa — $400 Su
Time Warner Ctr., 10 Columbus Cir., 4th Fl
212-823-9800

Matsa — $20
483 Columbus Ave (bet. 83rd & 84th St.)
212-799-7922

Momoya Amsterdam — $35
427 Amsterdam Ave (bet. 80th & 81st St.)
212-580-0007

Next Door — $25
813 W. 187th St. (Pinehurst & Fort Washington)
212-543-2111

Dzu — $20 L
566 Amsterdam Ave (bet. 87th & 88th St.)
212-787-9318

Planet Sushi — $25
380 Amsterdam Ave (Corner of 78th)
212 712 2162

Saga Grill — $25 L
128 Amsterdam Ave (bet. 122nd & 123rd St.)
212-666-2988

Saji's — $20 L
256 W. 109th St. (bet. Bway & Amsterdam)
212-749-1834

Suma Sushi — $25
954 Amsterdam Ave (bet. 107th & 108th St.)
212-280-5059

Sun-Chaa — $25 L
2707 Broadway (bet. 103rd & 104th St.)
212 749-5008

Sushi A-Go-Go — $20 L
1300 Broadway (bet. 63rd & 64th St.)
212 724-7340

Sushi Hana — $35 L
486 Amsterdam Ave (bet. 82nd & 83rd St.)
212-874-1078

Sushi Yu 2 — $25 L
127 W. 71st St. (bet. Pinehurst & Cabrini)
212 721 8833

Tamaya — $35 L
4030 Broadway (at St. Nicholas Ave.)
212-568-0038

Tenzaa — $32 L
265 Columbus Ave (bet. 73rd St. & 74th St.)
212 580-7300

Vine Sushi & Sake — $20 L
2953-55 Broadway (bet. 115th & 116th St.)
212 222 3568

Upper East

Aki Sushi — $30 L
1425 York Ave (bet. 75th & 76th St.)
212-628-8385

Akita — $25 L
1771 1st Ave (bet. 91st & 92nd Ave.)
212-828-9669

Dongari — $54 M
309 E. 83rd St. (bet. 1st & 2nd Ave.)
212-737-5656

East Japanese — $22 L
354 E. 60th St. (bet. 1st & 2nd Ave.)
212-734-5270

Fuji Yama — $30 L
1468 1st Ave. (bet. 76th & 77th St.)
212 249-2722

Gansha — $61 Su L
33 E. 61st St. (bet. Park & Madison Ave.)
212 813-1112

Ginza — $30 L
600 Lexington Ave (at 52nd St.)
212-888-7658

Haru — $30 L
1327 3rd Ave (at 76th St.)
212-452-1028

Haru Saka Bar — $38 L
1329 3rd Ave (at 76th St.)
212-452-2230

Hokkaida — $25 L
1817 2nd Ave (at 94th St.)
212-289-1902

Ichiro — $30 L
1084 2nd Ave. (bet. 57th & 58th St.)
212 369-8300

Ikeahana — $25 L
1016 Lexington Ave. (bet. 72nd & 73rd St.)
212 737 6633

Iron Sushi — $28 L
355 E. 76th St. (bet. 1st & 2nd Ave.)
212-772-7690

Isahama — $35 M L
1586 3rd Ave. (bet. 93rd & 94th St.)
212-828-0055

Iwasaki Sushi — $25 L
1103 1st Ave. (bet. 60th & 61st St.)
212 308-6928

Kao Sushi — $25 L
1280 1st Ave. (bet. 68th & 69th St.)
212 396-2754

Ko Sushi (2nd Ave.) — $31 L
1329 2nd Ave. (at 70th St.)
212-439-1678

Ko Sushi (York Ave.) — $31 L
1615 York Ave. (bet. 85th & 86th St.)
212 772 5838

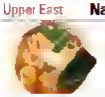
Koito Sushi — $30
310 E. 83rd St. (bet. 1st & 2nd Ave.)
212 426-1219

Kyoto Sushi — $30 L
1240 Lexington Ave. (bet. 83rd & 84th St.)
212-288-5024

Matsu — $30 L
411 E. 70th St. (bet. York & 1st Ave.)
212-744-5454

Mr Ginger — $33
1572 2nd Ave. (bet. 81st & 82nd St.)
212 396-1188

Naruto Ramen



Our signature NARUTO RAMEN is a soy broth based noodle soup topped with boiled eggs, various vegetables and thick slices of tender pork. Miso and curry flavored broth also available. Enjoy any ramen for $5.50 on Mondays and GYOZA for $2.50 on Wednesdays.

1598 3rd Ave (bet. 90th & 90th St.) — $10 L
212-289-7803

Doki Sushi — $25 L
1575 3rd Ave (bet. 89th & 90th St.)
212-828-3388

Poka — $30 Su
343 E. 85th St. (bet. 1st & 2nd Ave.)
212 249-0569

Sasabaae — $85 M Su L
401 E. 73rd St. (bet. 1st & York Ave.)
212 249-8503

Shabu-Shabu 70 — $37 L
314 E. 70th St. (bet. 1st & 2nd Ave.)
212-861-5635

Sushi Hana — $30 L
1501 E. 2nd Ave. (at 75th St.)
212-327-0582

Sushi of Gari — $30
402 E. 78th St. (bet. 1st & York Ave.)
212 517-5340

Sushi Saki — $57 Su
1143 First Ave (bet. 62nd & 63rd St.)
212 371-0239

Sushi Saki — $20 L
1577 York Ave (bet. 83rd & 84th St.)
212 249-3766

Tatani 72 — $20 L
1460 2nd Ave (bet. 72nd & 73rd St.)
212 472-1700

Tenzaa — $35 L
1714 2nd Ave (at 89th St.)
212-369-3600

Teriyaki Boy — $7 L
1640 3rd Ave (bet. 91st & 92nd St.)
212 987-7150

Tokubei 86 — $25 L
314 E. 86th St. (bet. 1st & 2nd Ave.)
212-628-5334

TORI SHIN — $70 Su L
1193 1st Ave. (bet. 64th & 65th St.)
212 988-6408

Totoya — $25 L
1144 1st Ave (at 63rd St.)
212-753-0422

Tsuki Restaurant — $25
1410 First Ave (bet. 74th & 75th St.)
212 517-6900

Wajima — $40 Su
134 E. 81st St. (bet. Lex. & Park Ave.)
212-413-0065

Wasabi Lobby — $30 L
1604 2nd Ave (at 82nd St.)
212-988-8682

YUKA Restaurant — $25 L
1557 2nd Ave (bet. 80th & 81st St.)
212-772-9875

Yuko — $25 L
1531 York Ave (at 81st St.)
212 988-5400

Midtown West

Aki Sushi — $30 L
396 W. 52nd St. (bet. 9th & 9th Ave.)
212 262-2699

Aoki — $30 L
234 W. 48th St. (bet. Broadway & 8th Ave.)
212 956-2356

Bamboo 52 — $18 L
344 W. 52nd St. (bet. 8th Ave. & 9th Ave.)
212-315-2777

Benihana — $30 L
47 W. 56th St. (bet. 5th & 6th Ave.)
212-581-0330

Bento Nouveaa

We offer high quality Japanese meal made fresh to go. With the motto "fast, cheap and delicious", we are here to provide ready-to-eat Japanese meals and snacks. Our are delicious and healthy for you. Sushi, bento box and noodles are available.

1407 Broadway (bet. 38th & 39th St.) — $8 L
212-354-1405 Sa Su

Blue Ribbon Sushi — $61 L
306 W. 58th St. (bet. 8th & 9th Ave.)
212-397-0404

East 55 — $20 Su L
263 W. 55th St. (bet. Broadway & 8th Ave.)
212-581-2240

Midtown West Go Sushi
756 9th Ave. (at 51st St.) $20 L
212-459-2288

Midtown West GO! GO! CURRY!

The triple crown winner of Japanese curry contests is the one and the only curry specialty restaurant. They are known for long lines of diners and now take advanced orders. Delivery is available in Midtown West and East for a limited time. Details on website.
273 W 38th St. (bet. 7th & 8th Ave.) $8.5 D L
212-730-5555 www.gogocurryusa.com

Midtown West Haru
205 W 43rd St (bet. Broadway & 6th Ave.) $35 L
212-936-9610

Midtown West Hayashi Ya
857 9th Ave. (bet. 55th & 56th St.) $14 L
212-258-2366

Midtown West Inakaya
920 9th Ave. (at 58th St.) $45 L
212-954-2155

Midtown West Iroha
152 W. 49th St. (bet. 6th & 7th Ave.) $20 L
212-398-9043

Midtown West Isn 56
5th W. 56th St. (bet. 5th & 6th Ave.) $20 L
212-707-8702

Midtown West Ishihama
319 5th Ave. (at 32nd St.) $25 L
212-696-0202

Midtown West Katsu-hama 55
43-45 W. 55th St. (bet. 5th & 6th Ave.) $18 L
212-541-7145

Midtown West Kodama 45
301 W. 45th St. (bet. 8th & 9th Ave.) $20 L
212-582-8065

Midtown West Koi
40 W. 40th St. (5th & 6th Ave.) $60 L
212-921-3330

Midtown West Kyotofu
705 9th Ave. (bet. 48th & 49th St.) $25 M L
212-374-6012

Midtown West Manchanko-Tai
43-45 W. 55th St. (bet. 5th & 6th Ave.) $18 L
212-247-1585

Midtown West Mankai-Tei
60 W. 56th St. (bet. 5th & 6th Ave.) $20 L
212-757-1642

Midtown West Monster Sushi
22 W. 46th St. (bet. 5th & 6th Ave.) $30 L
212-398-7707

Midtown West Natsumi
226 W. 50th St. (bet. Broadway & 8th Ave.) $30 L
212-956-2966

Midtown West NOBU 57
40 W. 57th St. (bet. 5th & 6th Ave.) $100 L
212-757-3000

Midtown West Oyishi Sushi
374 W. 46th St. (at 9th Ave.) $12 L
212-265-5680

Midtown West Rin & You
328 W. 45th St. (bet. 8th & 9th Ave.) $25 L
212-307-0717

Midtown West Sake Bar Hagi
152 W. 49th St. (bet. 6th & 7th Ave.) $20
212-764-8549

Midtown West Sapporo
152 W. 49th St. (bet. 6th & 7th Ave.) $13 L
212-956-6972

Midtown West Shimizu
318 W. 51st St. (bet. 8th & 9th Ave.) $50 L
212-581-1581

Midtown West Soba Nippon
19 W. 52nd St. (bet. 5th & 6th Ave.) $30 L
212-489-2525

Midtown West Sugiyama
251 W. 55th St. (bet. Broadway & 8th Ave.) $90 M L
212-956-0670

Midtown West Sushi Ogma Dama
330 W. 58th St. (bet. 8th & 9th Ave.) $60 L
212-707-8609

Midtown West Sushi of Gari 46
347 W. 46th St. (bet. 8th & 9th Ave.) $80 L
212-957-0046

Midtown West Sushi Zen
108 W. 44th St. (bet. 6th & 7th Ave.) $70 L
212-302-0707

Midtown West Sushidan
123 W. 45th St. (bet. 6th & 7th Ave.) $45 L
212-398-2900

Midtown West Sushiya
28 W. 56th St. (bet. 5th & 6th Ave.) $20 L
212-247-5756

Midtown West Tachigui Soba-ya
732 7th Ave. (bet. 48th & 49th St.) $8 L
212-265-8181

Midtown West Taniyaki Bay
845 9th Ave. (bet. 57th & 58th St.) $7 L
212-307-7202

Midtown West Yakitori TOTTO
251 W. 55th St. (bet. Broadway & 8th Ave.) $40 L
212-245-4555

Midtown West Yoshinoya
255 W. 42nd St. (bet. 7th & 8th Ave.) $7 L
212-703-8940

Midtown West Yummy Sushi
30 Rockefeller Plaza Concourse Level $7 L
212-459-2100

Midtown East

Midtown East Ahuriya Kinnosuke
213 E. 45th St. (bet. 2nd & 3rd Ave.) $51 L
212-867-5454

Midtown East Aquamarina
713 2nd Ave. (bet. 38th &39th St.) $30 L
212-297-1880

Midtown East Azusa
3 E. 44th St. (bet. 5th & Madison Ave.) $25 L
212-581-0001

Midtown East Chiyada Sushi
18 E. 41st St. (bet. 6th & Madison Ave.) $18 L
212-400-8880

Midtown East OONBURI-YA
137 E. 47th St. (bet. Lexington & 3rd Ave.) $25 L
212-980-7909

Midtown East E53 Taniyaki House
220 E. 53rd St. (bet. 2nd & 3rd Ave.) $20 L
212-888-6075

Midtown East Gyu-Kaku
805 3rd Ave. 2nd Fl. (at 50th St.) $40 L
212-702-8818

Midtown East Hakubai
The Kimono Hotel 66 Park Ave. (at 38th St.) $60 L
212-885-7111

Midtown East Hara
280 Park Ave. (at 48th St.) $35 L
212-430-0680

Midtown East Hatsuhana
17 E. 48th St. (bet. 5th & Madison Ave.) $50 L
212-355-3345

Midtown East Hatsuhana Park

Casual dining experience with authentic and fresh sushi. The combination of premium seafood and rice is sure to please your appetite! A wide variety of appetizers are popular among the Japanese patrons. Enjoy a relaxing time with great food in a cozy atmosphere.
237 Park Ave. (at 45th St.) $35 L
212-661-3400 www.hatsuhana.com

Midtown East Ise 49
151 E. 49th St. (bet. Lexington & 3rd Ave.) $35 L
212-319-6676

Midtown East Izakaya Ariyoshi
220 E. 53rd St. (bet. 2nd & 3rd Ave.) $25 L
212-319-3940

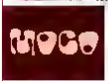
Midtown East Izakaya Riki
141 E. 45th St. (bet. 3rd & Lexington Ave.) $30 L
212-661-5604

Midtown East Katsu-hama
11 E. 47th St. (bet. 5th & Madison Ave.) $18 L
212-758-6909

Midtown East Kanumi Sushi
7 E. 47th St. 2nd Fl. (bet. 5th & Madison Ave.) $110 L
212-317-9802

Midtown East MEGU Midtown
645 UN Plaza (1st Ave. Bet. 47th & 49th st.) $125 L
212-964-7777

Midtown East Menchanko-Tai
131 E. 45th St. (bet. Lexington & 3rd Ave.) $14 L
212-697-6605

Midtown East MOCO

Moco Moco Lounge is now open on the 2nd floor of Moco Mon to Sat from 7pm to 2pm. They now serve ramen noodles on both floors. Moco is open on Sun & Mon 5pm-11pm. Tue- Thu 6pm-4am and Fri & Sat 5pm- 2pm.
516A 3rd Ave. (bet. 34th & 35th St.) $30
212-685-3663

Midtown East Nada-Sushi
135 E. 50th St. (bet. Lexington & 3rd Ave.) $25 L
212-838-2537

Midtown East Naniwa
4 E. 46th St. (bet. 5th & Madison Ave.) $30 L
212-370-4045

Midtown East Nagiya
9 E. 37th St. (bet. 5th & Madison Ave.) $15 L
212-686-0233

Midtown East Nippon
155 E. 52nd St. (bet. Lexington & 3rd Ave.) $49 L
212-753-0226

Midtown East Oms/b
156 E. 45th St. (bet. Lexington & 3rd Ave.) $9 L
212-922-3786

Midtown East Onya
143 E. 47th St. (bet. Lexington & 3rd Ave.) $30 L
212-715-0460

Midtown East Restaurant SEO
249 E. 49th St. (bet. 2nd & 3rd Ave.) $40 L
212-355-7722

Midtown East Ringo
205 E. 45th St. (bet. 2nd & 3rd Ave.) $50 L
212-867-4200

Midtown East Shaburi
125 E. 39th St. (bet. Lexington & Park Ave.) $30 L
212-867-6939

Midtown East SAKAGURA

Largest sake bar in the world serving over 200 varieties of sake and seasonal dishes. Homemade soba, and lunch set of soba & rice bowl are popular. This amazing hideout situated on the basement level is perfect for couples. Private parties available.
211 E. 43rd St. B1F (bet. 2nd & 3rd Ave.) $50 L
212-953-7253 www.sakagura.com

Midtown East Shinbashi
7 E. 48th St. (bet. 5th & Madison Ave.) $35 L
212-813-1008

Midtown East Shochu Bar Hatchan

Conveniently located near Grand Central Station, it is an oasis offering a wide selection of shochu and Japanese tapas. Enjoy drinks with yakitori and sushi served from the adjacent Yakitori East Restaurant. No cover charge. Discover your favorite shochu here.
210 E. 44th St. (bet. 3rd & 2nd Ave.) $30
212-687-5075 www.shochubathatchan.com

Midtown East Soba TOTTO
211 E. 43rd St. 1st Fl. (bet. 2nd & 3rd Ave.) $40 L
212-557-2200

Midtown East Sushi Time
921 2nd Ave. (bet. 49rd & 44th St.) $20 L
212-893-8903

Midtown East SushiAnn
35 E. 51st St. (bet. Park & Madison Ave.) $50 L
212-755-1780

Midtown East Sushidan
15 E. 49th St. (bet. 5th & Madison Ave.) $45 L
212-758-2700

Midtown East Takusushi
1025 2nd Ave. (bet. 54th & 55th St.) $35 L
212-355-3557

Midtown East Tokyo
342 Lexington Ave. (bet. 39th & 40th St.) $50 L
212-697-9330

Midtown East Tsushima
141 E. 47th St. (bet. Lexington & 3rd Ave.) $40 L
212-207-4308

Midtown East Udan West
150 E. 49th St. (bet. Lexington & 3rd Ave.) $18 L
212-922-3077

Midtown East Yakitori East
210 E. 44th St. (bet. 2nd & 3rd Ave.) $20 L
212-687-5075

Midtown East Yakitori Torys
248 E. 52nd St. 2Fl. (bet. 2nd & 3rd Ave.) $44
212-813-1900

Midtown East YAMA Restaurant
300 E. 49th St. (bet. 1st & 2nd Ave.) $37 L
212-355-3370

Midtown East Yummy Sushi
875 3rd Ave. Food Court Lower Level $7 L
212-638-8901

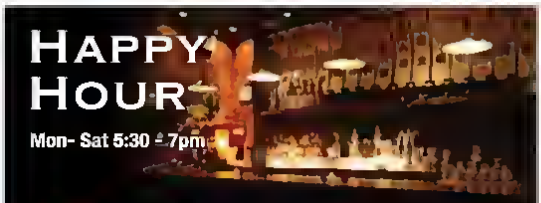
"For Those Who Worship Sushi, Welcome to Your Shrine."

SERVING NY FOR OVER THREE DECADES...

Hatsuhana
Sushi Restaurant

17 E. 49th St. (bet. Madison & 5th Ave) | tel. 212 355 3345
Lunch: Mon-Fri 11.45am-2:45pm | Dinner: Mon-Fri 5.30pm-10pm, Sat 5pm-10pm
WWW.HATSUHANA.COM

HAPPY HOUR
Mon- Sat 5:30 - 7pm



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SOBA TOTTO BAR
211 E 43RD ST.
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Kodama Express now serves bento boxes!
Take-out Only
katsu curry $9.50 + tax
salmon bento $7 + tax
and many more bento boxes to choose from
Each meal is prepared upon order

Kodama Express
301 W. 45th St.
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KING CRAB MISO RAMEN
The highest priced ramen in NYC

★100gram of King Crab
★Dangerously Delicious
★All Natural Ingredients

KAMBI
RAMEN HOUSE

Recommended for Summer

ZARU RAMEN
COLD MISO RAMEN
SALAD RAMEN

351 E. 14th St. (bet. 1st Ave & 2nd Ave) 212.228.1368 www.newyorkramen.com 11:30am-11pm

Korea Town

Korea Town — Ichi Umi Restaurant
11 E 32nd St (bet Madison & 5th Ave) | 212-725-1333 — $25

Korea Town — Izakaya Moka
10 W 32nd St, 2nd Fl (5th Ave & Broadway) | 212-736-3232 — $20

Korea Town — Tayama Sushi
11 W 35th St (bet 5th and 6th Ave) | 212 967 9541 — $22

Chelsea

Chelsea — Daioh Sashi
300 W 23rd St (bet 7th & 8th Ave) | 212-727-0898 — $20

Chelsea — ENNJU
20 E 17th St (bet 5th Ave & Broadway) | 646-336-7004 — $10

Chelsea — Iroe Sushi
440 3rd Ave (bet 30th & 31st St) | 212-447-5822 — $25

Chelsea — Izakaya Tea
207 10th Ave (bet 22nd & 23 d St) | 212-627 7777 — $25

Chelsea — Matsun
369 W 16 St (at 9th Ave) | 212 243-0400 — $30

Chelsea — Momoya Chelsea
185 7th Ave (at 21st St) | 212-989-4406 — $40

Chelsea — Monster Sushi
158 W 23rd St (bet. 6th & 7th Ave.) | 212-620-9131 — $30

Chelsea — MORIMOTO
88 10th Ave (bet 15th and 16th St) | 212-989-8883 — $50

Chelsea — Naka Naka
456 W 17th St (bet. 9th & 10th Ave) | 212-929-8544 — $50

Chelsea — Tanuki Tavern
Gansevoort Hotel 18 9th Ave (at 13th St) | 212-660-6796 — $50

Chelsea — Tebaya
144 W 19th St (bet. 6th & 7th Ave) | 212-924 3335 — $10

Gramercy

Gramercy — 15 EAST
15 E 15th St (bet Union Sq W & 5th Ave) | 212-647-0015 — $40

Gramercy — Aji Sushi
519 3rd Ave (bet. 34th & 35th St.) | 212-685-2055 — $26

Gramercy — Aki Sushi
121 E 27th St (bet Lex & Park Ave S) | 212-213-9898 — $30

Gramercy — BUTAI
115 E 18th St (bet Park Ave & Irving Pl) | 212-387-8885 — $38

Gramercy — Choshi
77 Irving Place (at 19th St.) | 212-420-1419 — $20

Gramercy — Hamachi
34 E 20th St (bet Broadway & Park Ave) | 212-420-8708 — $17

Gramercy — Hone
340 1st Ave (at 20th St) | 212-598-9893 — $30

Gramercy — Hara
220 Park Ave South (at 18th St) | 646-428-0088 — $35

Gramercy — JAPONAIS
111 E 18th St (bet Irving Pl & Park Ave S) | 212 260-2020 — $65

Gramercy — Kaitea Sashi East
366 3rd Ave (bet 26th & 27th St) | 212-889-2328 — $15

Gramercy — Mishima
164 Lexington Ave (bet 30th & 31st St) | 212 532 3696 — $25

Gramercy — Momokawa
157 E 28th St (bet Lexington & 3rd Ave) | 212-684-7830 — $45

Gramercy — Saburi
188 Lexington Ave (bet 30th & 31st St) | 212-481 7766 — $25

Gramercy — Sushi SAMBA
245 Park Ave South (bet 19th & 20th St) | 212-475-9377 — $35

Gramercy — Sushi Sea-aia
30 E 33rd St (bet Madison & Park Ave S) | 212-685-2208 — $40

Gramercy — Tarakawa Ramen
18 Lexington Ave (bet 23 & 22nd St) | 212 777 2939 — $12

Gramercy — YAMA Restaurant
122 E 17th St (at Irving Pl) | 212 475-0963 — $26

West Village

West Village — aki on west 4
181 W 4th St (bet 6th & 7th Ave) | 212 989-5440 — $44

West Village — Blue Ribbon Sushi
119 Sullivan St (bet. Prince & Spring St.) | 212 343-0404 — $51

West Village — Cho Cho San

A neighborhood restaurant perfect for a get together with friends and family. They offer their inherited traditional home cooking including many organic and healthy dishes at affordable prices. Student discount available
15 West 8th St (bet. 5th & 6th Ave) | 212-473-8333 www.chochosanrestaurant.com — $25

West Village — Hakata Tonton
51 Grove St (bet. 7th Ave & Bleecker St.) | 212 242-9693 — $25

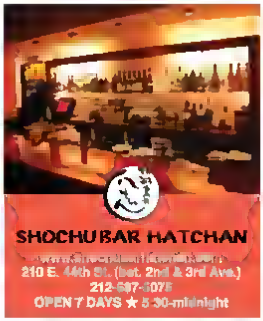
West Village — Maruma
346 LaGuardia Pl (bet. Bleecker & W 3rd St) | 212-979-7055 — $30

West Village — Miyagi
220 W 13th St (bet 7th & Greenwich Ave) | 212 620-3830 — $25

West Village — Nagomi
179 Prince St (bet. Thompson & Sullivan St) | 212 387 8230 — $35

West Village — Rockmeisha
11 Barrow St (bet W 4th & Bleecker St) | 212-675-7775 — $35

West Village — Soto
357 Sixth Ave (bet W 4th & Washington | 212-414-3308 — $45



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- Grilled Shabu Shabu
RED & BLACK
250 E. 52nd St.
(bet. 2nd & 3rd Ave.)
TEL: 212-826-4255 Lunch & Dinner

West Village **Soshi Mombo**
255 (Bleecker St (Cornelia St, & Leroy St) $18
212-675-5685

West Village **Tomoe Sushi**
172 Thompson St (Bleecker & Houston St) $30
212-777 9348

West Village **Ushiwakamaru**
136 W. Houston St (MacDougal & Sullivan) $80
212-226-4181

West Village **YAMA on Carmine St.**
38-40 Carmine St (bet. Bleecker & Bedford) $37
212-989-9330

East Village

East Village **Ashiya**
187 1st Ave (bet. 10th & 11th St.) $15
212-505-3348

East Village **Avenue A Asian World**
103-105 Avenue A (bet. 6th & 7th St.) $20
212-982-8100

East Village **BOND STREET**
6 Bond St (bet. Broadway & Lafayette St.) $75
212-777 2500

East Village **Cha-An**

Serving a wide variety of tea from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch or dinner goes well with a rice cake. Traditional tea ceremony in Seiki-do (tatami tea room) is available by reservation.
230 E. 9th St. 2nd Fl. (bet. 2nd & 3rd Ave.) $20
212-228-8030 www.chaanteahouse.com

East Village **Chiyono**
325 E. 5th St. (bet. 1st & 2nd Ave.) $15
212-473-3984

East Village **Curry-Ya**

Your hunger will undoubtedly be satisfied at Curry Ya. Gourmet Japanese Curry boasts amazingly rich and complex flavors and its intimate interior and atmosphere makes anyone feel comfortable dining alone or with friends. Lunch Set available from noon to 4 pm.
214 E. 10th St. (bet. 1st & 2nd Ave.) $20
866-602-8775 www.nycurry-ya.com

East Village **GD Restaurant**
30 St. Marks Pl. (bet. 2nd & 3rd Ave.) $10
212-254-5510

East Village **Gyu-Kaku**
34 Cooper Sq. (bet. 5th & 6th St.) $40
212-475-2585

East Village **Hasaki**
210 E. 9th St. (bet. 2nd & 3rd Ave.) $35
212-473 3327

East Village **IPPUDO NY**
65 4th Ave. (bet. 9th & 10th St.) $20
212-388-0088

East Village **Japonica**
100 University Pl. (at 12th St.) $40
212-243-7752

East Village **JEWEL BARO**
239 E. 5th St. (bet. 2nd & 3rd Ave.) $45
212-979-1012

East Village **Kambi Ramen House**
351 E 14th St. (bet. 1st & 2nd Ave.) $15
212-228-1306

East Village **Kemuri Den**
129 Avenue A (bet. 11th & 12th St.) $25
212-777 2086

East Village **Kasadela**
647 E 11th St. (bet. Ave. B & C) $30
212-777 1662

East Village **Keeko**
25 St. Marks Pl. (bet. 2nd & 3rd Ave.) $25
212-254-8363

East Village **Kyo Ya**
94 E. 7th St. (bet. 1st Ave. and Ave. A) $35
212-982-4140

East Village **May Chan Ramen**
119 2nd Ave. (at 7th St.) $16
212-982-4285

East Village **May's Place Sushi**
121 2nd Ave. (bet. 7th & St. Marks St.) $10
212-533-6448

East Village **Menkui-Tei**
63 Cooper Sq. (bet. 7th & St. Marks Pl.) $10
212-228-4152

East Village **MINCA**
536 E. 5th St. (bet. Ave. A & B) $10
212-505-8001

East Village **Natori**
5th St. Marks Pl. (bet. 1st & 2nd Ave.) $25
212-533-7711

East Village **Noodle Cafe Zen**

In the heart of East Village, Zen has been serving 12 kinds of ramen noodles as well as hearty udon and sushi since 1985. Don't miss out on our All Day 50% OFF discount on all sushi or sushi rolls for an order over $16 and the late night happy hour after 10pm.
31 St. Marks Pl. (bet. 2nd & 3rd Ave.) $12
212-533-6857 www.zensushinyc.com

East Village **Nori**
129 2nd Ave. (bet. 7th and St. Marks Pl) $25
212-677-4925

East Village **OHI Teisho**
9 St. Marks Pl. (bet. 2nd & 3rd Ave.) $25
212-673-1300

East Village **Otafuku**

A tiny vendor-like joint Otafuku specializes in popular Japanese comfort food. Takoyaki, octopus dough and Okonomiyaki pancakes as well as Teyaki and Dafuku mochi cakes filled with red bean paste. Our food will make you feel like you are in downtown Tokyo.
236 E. 9th St. (bet. 2nd & 3rd Ave.) $6
212-979-2733

East Village **Rai Rai Ken**

Have you ever seen the movie Tampopo, a Japanese cult movie about serving ramen noodle soup? Rai Rai Ken lets you experience the real Tokyo ramen without MSG. Don't forget our homemade gyoza too. We guarantee the most delightful experience!
214 E. 10th St. (bet. 1st & 2nd Ave.) $15
212-477 7030

East Village **Robataya NY**
231 E. 9th St. (bet. 2nd & 3rd Ave.) $25
212-979-9674

East Village **Seke Bar Decibel**
240 E. 9th St. (bet. 2nd & 3rd Ave.) $40
212-979-2733

East Village **Seke Bar Satsko**
202 E. 7th St. (bet. Ave. B & C) $25
212-614-0933

East Village **Sapporo East**
164 1st Ave. (at 10th St.) $17
212-260-1330

cho cho san
Japanese Restaurant
15 W 8th St. (bet. 5th & 6th Aves.)
212 473 3533
www.chochosanrestaurant.com
$10 ALL YOU CAN DRINK HOT SAKE
BOTTLE OF WINE 1/2 PRICE

Kalbi on Mondays
50% OFF
Kobe Beef
$5.95 (reg. $9.50)
on Sundays & Wednesdays
HAPPY HOUR
Sun-Thu: 5pm-8pm
Fri & Sat: 11 30pm-3am
12oz Kirin Beer $2.50
Shochu (Ichiko, Satsuma Shiranami, Sudachi Chu, Kuro Kirishima, Lento)
$30/bottle
Yakiniku West
SUSHI ALSO AVAILABLE
218 E 9th St (bet 2nd & 3rd Ave) 7 Days Open!
212-979-9238 Hours Sun- Thu 5pm- 11 30pm Fri & Sat 5pm- 4am

TRY OUR NEW MENU
Ramen Setagaya St. Marks is now the official New York branch of Ramen Setagaya Japan. This location is the only restaurant in the U.S. directly operated by Tsukasa Maeshima, a critically acclaimed ramen chef and the owner of Ramen Setagaya Japan. Chef Maeshima regularly flies to NY to ensure the flavor is true to his original. New and limited menu items will be available this spring.
CRAB SALAD
TOFU SALAD
$4.95
Choice of dressing: sesame or ginger
RAMEN SETAGAYA
34 St. Marks Pl. (bet 3rd & 2nd Aves.) 212-387-7959

East Village **Setagaya (St Marks Pl)**
34-A St Marks Pl (bet 2nd & 3rd Ave.) $13 L
212-387 7359

East Village **Shuhu-Tutsu**
218 E 10th St (bet 1st & 2nd Ave) $30
212-477 2672

East Village **Sohnkoh**

Sobakoh offers 100% hand made soba noodles and our savory dipping sauce is prepared w/ thinly bonito flakes ...is true rarity. Combinations of soba and donburi dish a a $11-$14.50 for lunch 4-Course Early Bird Special! ($19.50) is served until 7pm
309 E 5th St (bet 1st & 2nd Ave) $15 L
212-254-2244 www.compasscompass.com/sobakoh

East Village **SOBAYA**

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural ingredients make soba a healthy meal. Try Lunch Box $15 with soba or noodle side dishes and dessert. Daily specials, appetizers and sake select on available for dinner
229 E 9th St (bet 2nd & 3rd Ave) $25 D L
212-533-6366 www.sobaya-nyc.com

East Village **Suuen Noodle**
329 E 5th St (bet 1st & 2nd Ave) $12 L
212-358-1155

East Village **Suuen Restaurant**
28 E 13th St (bet University Pl & 5th Ave) $20 L
212-627 7150

East Village **Sushi Ariyoshi**
810 Broadway (bet 11th &12th St) $30 L
212-388-1884

East Village **Sushi Lounge**

Serving Japanese cuisine in a casual atmosphere at affordable prices. All Day Compagnon offers 50% off on all sushi or sashimi rolls for an order over $18. The menu also includes 12 ramens and tapas to satisfy your cravings. Enjoy daily late night happy hour after 10pm
132 St Marks Pl (bet 1st Ave & Ave A) $12 L D
212 598-1166 www.sushiloungenyc.com

East Village **Tukahachi**
85 Ave A (bet 5th & 6th St) $25
212-505-6524

East Village **Tenyuku Boy**
218 E 10th St (bet 1st & 2nd Ave) $7 L
212-477-6058

East Village **Typhoon**
75 St Marks Pl (bet 1st & 2nd Ave) $15
212-979-2680

East Village **Udon West**
11 St Marks Pl (bet 2nd & 3rd Ave) $20 L

East Village **Uminoiu**

Umenoie is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner chef. Try Goto Udon (udon noodles from Goto Islands of Japan). Now serving shochu desserts.
95 E 3rd St (bet 1st & 2nd Ave) $20
646-654-1122 www.downtownumino.com

East Village **Village Yokucho**
8 Stuyvesant St 2El (bet 5th St. & 3rd Ave.) $20 D
212-558-3041

East Village **Yukimiku West**
218 E 9th St (bet 2nd & 3rd Ave) $25
212-979-9238

East Village **Yukitori Taisho**
5 St Marks Pl (bet 2nd & 3rd Ave.) $20 D
212-228-5088

East Village **Yushi Sushi**
131 Avenue A (bet St Marks Pl & 9th St.) $25 L
212-420-5508

Lower Manhattan

Lower Mhn **Azabu Sushi**
428 Greenwich (basement of Greenwich Grill) $50 L
212-274-0428

Lower Mhn **Bento Nouveau**

We offer high quality Japanese meal made fresh to go. With the motto "fast, cheap and delicious" we are here to provide ready to-eat Japanese meals and snacks that are delicious and healthy for you. Sushi, bento box and noodles are available
173 Broadway (at Courtland St) $8 L D
212-437-6744

Lower Mhn **Bento Nouveau**

Located a few steps away from Battery Park, we offer authentic Japanese ready to-eat meals and snacks that are delicious and healthy for you. Our sushi bento boxes and noodles are prepared fresh and you can dine in or take your meal to the park to enjoy the view
32 Broadway (at Morris St.) $8 L D Sa Su
212-747-0994

Lower Mhn **Cube 63**
63 Clinton St (bet. Stanton & Rivington) $21 Su
212-228-6751

Lower Mhn **EN Japanese Brasserie**
435 Hudson St. (at Leroy St.) $40 L
212-647 9196

Lower Mhn **Greenwich Grill**
428 Greenwich St (bet Vesty & Leight St) $50 L
212-274-0428

Lower Mhn **Hiroku's Plucu**
75 Thompson St (bet. Spring & Broome St.) $15 L
212-625-1303

Lower Mhn **Ise Downtown**
56 Pine St. (bet. William & Pearl St.) $38 Sa Su
212 785-1700

Lower Mhn **Kuujou**
21 South End Ave (at W Thames St) $25 L
212 786-9668

Lower Mhn **Matsugen**
241 Church St (at Leonard St) $44 L D
212-925-0202

Lower Mhn **MEGU New Yurk**
62 Thomas St. (Church & W Broadway) $125 D
212-964-7777

Lower Mhn **Mottsu**
295 Mott St (bet. E Houston & Prince St.) $25 L
212-343-9017

Lower Mhn **NINJA**
25 Hudson St (bet Duane & Reade St.) $35 D
212-274-9500

Lower Mhn **NOBU**
105 Hudson St (at Franklin St) $100 L
212 219-0500

Lower Mhn **NOBU NEXT DOOR**
105 Hudson St (Franklin & N. Moore St) $75 D
212-334-4445

Lower Mhn **Omen**
113 Thompson St (bet. Prince & Spring Sts.) $30 D
212-925-8923

Lower Mhn **Quickly Shuhu Shabu**
2370 Grand St (Bowery and Chrystie St.) $13 L
212-431-0998

Lower Mhn **Rosunjun**
141 Duane St (bet Church & W Broadway) $80 Su D
212-346-7999

Lower Mhn **Suchiku's on Clinton**
25 Clinton St (E. Houston & Stanton St) $33 M D
212 253-2900

Lower Mhn **Suuun Restaurant**
210 5th Ave (at Prince St) $20 L
212-807 7421

Lower Mhn **Soy**
102 Suffolk St (bet. Delancy & Rivington) $14 Su L
212 253-1158

Lower Mhn **SUteiShi**
24 Peck Sl (bet Water & Front St.) $20 L
212 766-2344

Lower Mhn **Takahachi Trihecа**
145 Duane St (Church & W Broadway) $35 D
212-571-1830

Lower Mhn **Tukyu Lunch**
10 John St (bet. Nassau St & Broadway) $10 Sa Su
212-608-1304

Lower Mhn **Yushi**
250 Vesey St. (1 World Financial Center) $12 L
212-945-3096

Lower Mhn **Zutto**
77 Hudson St (bet. Jay & Harrison St.) $20 L
212-233-3287

Brooklyn

Brooklyn **1 ur 9**
66 South 2nd St (bet Wythe & Kent Ave) $32 M D
718-384-2152

Brooklyn **Blue Ribbon Sushi**
279 5th Ave (bet 1st St & Garfield Pl) $55 D
718-840-0408

Brooklyn **Buzu**
296 Grand St (at Havemeyer & Roebling) $30 D
718-384-7770

Brooklyn **Geidu**
331 Flatbush Ave (on Flatbush Ave) $20 D
718-638-8866

Brooklyn **Hukunu**
201 Fifth Ave (bet Union & Berkeley) $25 L
718-230-5630

Brooklyn **Hibino**
333 Henry St (Grand & Montgomery St) $35 Su D
718-260-8052

Brooklyn **Iran Chef House**
92 Clark St. (bet Henry St & Monroe Pl) $15 L
718-858-8517

Brooklyn **Kappa Suke House**
364 5th Ave (bet 6th & 7th Ave) $30 L D
718-832-2970

Brooklyn **Ki Sushi**
122 Smith St (bet. Dean & Pacific St) $30 L
718-935-0575

Brooklyn **Mizu**
162 Bedford Ave (bet. 9th St & 7th St) $20 L
718-782-6698

Brooklyn **Osuku**
272 Court St (bet. Butler & Douglass St.) $30 L
718-643-0044

Brooklyn **Oshima Restaurant**
71 7th Ave (bet. Berkeley Pl & Lincoln Pl) $18 L
718-783-1998

Brooklyn **qoo Robata**
367 Metropolitan Ave (at Havemeyer St) $25 D
718-384-5493

Brooklyn **Sukura 9**
337 Manhattan Ave (Calyer St & Noble) $10 L
718-349-7688

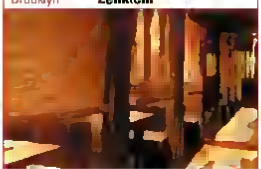
Brooklyn **Sappuro Hura Jupunese**
622 Manhattan Ave (Dnggs & Nassau Ave) $16 L
718-389-5721

Brooklyn **Supurcura**
365 Bedford Ave (bet. S 1st & S 2nd St) $20 L D
718-302-1529

Brooklyn **Taro Sushi**
446 Dean St (bet. 5th Ave & Flatbush Ave) $20 L
718-398-0872

Brooklyn **Tunzun**
7116 18th Ave (at 71st St) $30 L
718-621-3238

Brooklyn **Yamato**
165 7th Ave (bet Garfield & 1st St) $18 L
718-840-0098

Brooklyn **Zenkichi**

Since 2005, Zenkichi has been offering Tokyo-style seasonal small plates to homesick Japanese as well as New Yorkers who crave authentic Japanese culinary experience beyond sushi. Hidden away in their enclosed semi-private dining booths, diners can savor the 8-course Omakase tasting menu and indulge in premium sake from one of the most elite sake selections in the city. Guests must be 14 years or older to be accommodated
77 North 6th St (@ Wythe Ave) $40 D
718-388-8585 www.zenkichi.com M T

Brooklyn **ZuZu Rumen**
173 4th Ave (at Degraw St.) $20 M D
718-398-5536

Queens

Queens **ARIYOSHI**
41-13 Queens Blvd (bet. 41st & 42nd St) $18 L D
718-937-3295

Queens **go wasuhi**
34-02 30th Ave (at 34th St) $23 L D
718-204-7354

Queens **KATSUNO**
103-01 Metropolitan Ave (at 71st Rd) $35 M D
718-575-4033

Queens **Kyoto Sushi**
153-11 Union Tpk (at 153rd St) $25 L D
718-380-7777

Queens **LINN Wafu Dining**
29-13 Broadway (bet. 29th & 30th St) $35 D
718-204-0060

Queens **Mumju Restaurant**
37-04 Ditmars Blvd (at 37th St) $20 L D
718-626-0589

Queens **Setuguyu (Flushing)**
37-02 Prince St. Queens, NY 11354 $13 L D
718-321-0230

Queens **Shiro of Jupun Atlas Pk**
80-40 Cooper Ave (at 80th St.) $20 L D
718-326-8704

LINN Japanese Restaurant
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718-204-0060
www.linnrestaurant.com

www.sake-guide.com

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THE IZAKAYA PLACE
TONKOTSU (PORK BROTH) RAMEN
Choice of "Light" and "Rich" soup available
$9.50 & UP (dinner only)
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31 St. Marks Place Bet 2nd & 3rd

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TERAKAWA RAMEN
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18 Lexington Ave
(Bet 23rd&22nd)
212-777-2939
EVERY SUNDAY GYOZA DAY
$1.50

Queens **SUSHI ISLAND**
87-18 Queens Blvd Elmhurst, NY 11373 $20
718-803-3033

Long Island

Long Island **Akari**
2063 Merrick Rd Merrick, NY 11566 $20
516-378-9988

Long Island **Benihana**
2105 Northern Blvd Munsey Pk NY 11030 $30
516-627-3400

Long Island **Benihana**
920 Merchants Concourse Westbury NY $30
516-222-6051

Long Island **Bonbori**
14 Elm St Huntington, NY 11743 $40
631-673-0400

Long Island **Inatome Steak House**
E 5th St Valley Stream, NY 11581 $28
516-872-0419

Long Island **Isoen**
214 Jericho Tpk Floral Park NY 11001 $25
516-437-4552

Long Island **Kohan Restaurant**
2010 Merrick Rd Merrick NY 11566 $30
516 223-8200

Long Island **Koisa**
540 Westbury Ave Carle Place, NY 11514 $26
516 333-3434

Long Island **KuraBarn**
475 New York Ave Huntington, NY 11743 $30
631-673-0060

Long Island **Kurofuee**
77 Commack Rd Commack, NY 11725 $22
631-499-1075

Long Island **Mumon Restaurant**
1300 Franklin Ave Garden City NY 11530 $35
516-747-3388

Long Island **Nagashima**
12 A-1 Jericho Tpk Jericho NY 11753 $25
516 338-0022

Long Island **Rock-n-Sake Port WA**
90 Main St Port Washington NY 11050 $30
516-883-7253

Long Island **Sapporo**
3266 Merrick Rd Wantagh NY 11793 $35
516-785-3953

Long Island **Sen Restaurant**
23 Main Street Sag Harbor NY 11963 $40
631 725-1774

Long Island **Shiro of Japan**
401 Old Country Rd Carle Place, NY 11514 $20
516-997-4770

Long Island **SUSHI ICHI**
700 N.Country Rd Setauket, NY 11733 $25
631-689-3111

Long Island **TAIKO Restaurant**
15 S Village Ave Rockville Centre NY $20
516-678-6148

Long Island **Take Sushi**
821 Carmen Ave Westbury NY 11590 $20
516-876-0033

Long Island **Take Sushi**
1035 Broadway Woodmere NY 11598 $20
516-569-3606

Long Island **Yuki's Palette Too**
151 Merrick Ave Merrick, NY 11560 $25
516-867-8743

Long Island **Restaurant Yamaguchi**

Since 1983 serving the locals authentic Japanese home cooking and fresh sushi You will appreciate the authenticity and generous portions Aside from their regular menu daily lunch specials and the Chef Special are popular among the local patrons
69 Main St Port Washington NY 11050 $25
516-883-3500

The Bronx

The Bronx **DHANA**
500 City Island Ave Bronx NY 10464 $35
718-885-0700

Westchester

Westchester **Hajime**
257 Halstead Ave Harrison NY 10528 $30
914 777 1643

Westchester **Momiji**
261 Halstead Ave Harrison NY 10528 $20
914-835-1078

Westchester **Nanase**
522 Mamaroneck Ave White Plains NY 10605 $50
914-265-5351

Westchester **Nishi**
473 Ashford Ave Ardsley NY 10502 $26
914-693-2500

Westchester **Noda**
200 Hamilton Ave. White Plains NY 10601 $25
914-948-0930

Westchester **Sakura**
56 Garth Rd Scarsdale NY 10583 $20
914-723 7767

Westchester **Tanto**
535 White Plains Rd Scarsdale, NY 10583 $10
914 725-8100

Westchester **Tsuru**
255 N Central Ave Hartsdale NY 10530 $30
914-761-0057

Upstate

Upstate **Kiko House**
11-21 E Washington Ave Pearl River NY $25
845 735-8845

Upstate **Sakurabana NY**
328 Route 59 Central Nyack, NY 10960 $20
845 727-3939

Connecticut

Connecticut **Ahis**
361 Greenwich Ave Greenwich CT 06830 $25
203-862-8100

Connecticut **Fuji Garden Steak House**
215 Liberty St Newcatuck, CT 06375 $30
860-553-1155

Connecticut **Kazu**
84 N Main St Norwalk, CT 06854 $25
203-866-7492

New Jersey

New Jersey **Akai Sushi Lounge**
11 N. Dean St. Englewood NJ 07631 $18
201-541-0083

New Jersey **Aoyama**
1912 Washington Valley Rd Martinsville NJ $35
732 271-2558

New Jersey **Asahi Japanese**
1475 Bergen Blvd Fort Lee NJ 07024 $17
201-944-5113

New Jersey **Daimatsu**
990 Mountain Ave Mountainside NJ 07092 $20
908-232-7868

New Jersey **Higo Battee**
2024 Center Ave #J & K Fort Lee 07024 $10
201-461-5465

New Jersey **Ichi Umi Restaurant**
352 Menlo Park, Edison NJ 08837 $25
732-906 2370

New Jersey **ICHIBAN**
776 Bloomfield Ave W Caldwell NJ 07006 $20
973-809 7178

New Jersey **Ichiban**
414 Hackensack Ave Hackensack, NJ 07601 $30
201-498-0301

New Jersey **Itohae Tometo (Mitsuwa)**
595 River Rd Edgewater NJ 07020 $7
201-941-9113

New Jersey **KIKU**
305 Rt 17 South Paramus NJ 07652 $45
201-265-7200

New Jersey **Komegashi**
103 Montgomery St Jersey City NJ 07302 $25
201-433-4567

New Jersey **Komegashi too**

Located in waterfront Jersey City Komegashi has the most gorgeous view overlooking Manhattan skyline offers exciting sushi selections Try our Chirashi Royale the freshest pick from chef with selection from Japan and domestic Only 5 min PATH from NYC!
58 Town Sq Place Jersey City NJ 07310 $30
201 533-8488 www.komegash.com

New Jersey **Masa Sushi & Grill**
81 W Allendale Ave Allendale NJ 0740 $30
201-934-6616

New Jersey **Matsushima**
595 River Rd Edgewater NJ 07020 $35
201-945-9450

New Jersey **Monster Sushi**
395 Springfield Ave Summit NJ 07901 $25
908-599-1100

New Jersey **Pinehill**
123 Paramus Rd. Paramus NJ 07652 $20
201-843-0170

New Jersey **Princeton Tomo Sushi**

Visit this cozy kitchen and taste some of the most delicate Japanese cuisine around From truly authentic to delectably creative, everything is prepared with a smile and passion for fine food Its casual setting and affordable prices make TOMO a rare find
231 Nassau St Princeton, NJ 08540 $20
609-924-8476 www.princetontomo.com

New Jersey **Sakura-hana**
43 Franklin Ave Ridgewood NJ 07450 $25
201-447-6525

New Jersey **Sentohka (Mitsuwa)**
595 River Rd Edgewater NJ 07020 $10
201-941 1004

New Jersey **Sanuki Sando (Mitsuwa)**
595 River Rd Edgewater NJ 07020 $6
201-941-9113

New Jersey **Shina**
45 Anderson Ave. Cliffside Park NJ 07010 $40
201-941-6333

New Jersey **Sugi**
2117 Rt 4 E Round Fort Lee NJ 07024 $22
201-461-9038

New Jersey **Tamos Cuisine**
113 Rt 23 S Little Falls NJ 07424 $20
973-837 1117

New Jersey **Umaya**
156 Piermont Rd Cresskill NJ 07626 $25
201-816-0511

CAFE

Upper West **Beard Papa's Upper W.**
2787 Broadway (at 76th St) Cream Puffs
212 799-3770

Upper East **Chaux Factory**
1635 1st Ave (bet 87th & 88th St) Cream Puffs
212 288-2023

Midtown West **Cafe Zaiya Midtown W.**
1073 5th Ave (bet 40th & 41St) Bakery
212 764-6765

Midtown West **Minamoto Kitchoan**
609 Fifth Ave (49th St bet 5th & 6th) Confectionery
212-486-3747

Midtown East **Cafe Zaiya Midtown E.**
18 E 41 St (bet. 5th & Madison Ave) Bakery
212 779-0900

Midtown East **Chaux Factory**
865 1st Ave (bet 48th & 49th St) Cream Puffs
212-223-0730

East Village **Cafe Zaiya East Village**
66 Cooper Sq (at St Marks St) Bakery
212 253-9700

East Village **Chikalicious**
203 E 10th St (bet 1st & 2nd Ave) Dessert Bar
212 995-9511

East Village **PANYA**
10 Stuyvesant St (bet 2nd & 3rd Ave) Bakery
212-777-1630

Lower Mhn **Rhean Cafe**
189 Spring St (Sullivan & Thompson St) Cafe
212-966-7040

New Jersey **Gateaux Bakery**
494 Kederkamack Rd Averedge, NJ 07661 Bakery
201-634-1131

New Jersey **Minamoto Kitchoan**
595 River Rd...Edgewater NJ Confectionery
201-313-9335

New Jersey **Parisienne**
250 Main St, Fort Lee NJ 07024 Bakery
201-592-8878

KARAOKE

Upper East **Box Snack Riki**
141 E 45th St 2Fbtwn Lex. & 3rd Ave) $10/h $30 min/per
212-986-5612

Upper East **Box Snack Riki-2**
250 E 52nd St (bet 2nd & 3rd Ave 12F $8/h $30 min/per
917-533-0415

Upper East **Iggy's**
1452 2nd Ave (bet 75th & 76th St) $1 /song
212 327 3043

Midtown West **Japas 55**
253 W 55th St (bet Broadway & 8th Ave) $/h /person
212 765-1210

Midtown East — Jepes 27
307 3rd Ave (bet. 26th & 27th St.) | 212-683-2329 | $8/h /person

Midtown East — Jepes 38
9 E 38th St (bet. 5th & Madison Ave.) | 212-679-4040 | $8/h /person

Midtown East — Karaoke Duet 48
304 E 48th St. (bet. 1st & 2nd Ave.) | 212-753-0030 | $4/h /person

Midtown East — Karaoke Top Tunes
303 305 E 53rd St. (bet. 1st & 2nd Ave.) | 212-759-3818 | $5/hr / person

Korea Town — Choras Keraoke
25 W 32nd St. 3FL (bet. Broadway & 5th Ave.) | 212-967 2244 | $2/song $40/room

Korea Town — Gogopa Karaoke
28 W 32nd St. (Broadway & 5th Ave.) | 212-967-6353 | $7/h /person

Korea Town — Grammy Keraoke
23 W 32nd St. (bet. Broadway & 5th Ave.) | 212-623-7171 | $30 /room

Korea Town — iBop Karaoke
25 W 35th St. 3rd Fl. (bet. 5th and 6th Ave.) | 646-752-4995 | $6/h

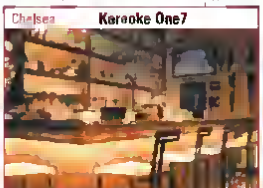
Korea Town — Keraoke Duet 35
53 W. 35th St. 2nd Fl. (bet. 5th & 6th Ave.) | 646-473-0826 | $4/h /person

Korea Town — MK
11 W. 32nd St. 5th Fl. (Broadway & 5th Ave.) | 212-564-3436 | $40/h /room

Korea Town — Radio Star Kareoke
3 W. 35th St. (bet. 5th & 6th Ave.) | 212-564-2520 | $40 /room

Korea Town — Toto Music Studio
38 W. 32nd St. #5 (bet. 5th & 6th Ave.) | 212-564-8044 | $30 /room

Chelsea — Karaoke One7



We offer the city's largest song select on, in 13 different languages, and new songs are added monthly. Sing at the bar for $2 per song or sing in a private room for $6/h per person. A variety of drinks available from the bar. Drinks and room chrges are half pr-ce during Happy Hour (2pm-7pm). Large party rooms available. Call for reservation. Open 7 days from 2pm to 4am (except Mon from 5pm). *May close early on weekdays w/o notice.

29 W 17th St (bet. 5th & 6th Ave.) | 212-675-3527 www.karaoke17.com | $2/song

West Village — Apple Restaurant
17 Waverly Pl. (bet. Greene & Mercer St.) | 212-473-8998 | $10/cover /room

West Village — Karaoke Cave
9 East 13th St. (bet. 5th Ave. & University Pl.) | 646-250-5870 | min $45 /room

East Village — Sing Sing (Ave. A)

SING-SING KARAOKE AVENUE A

Among the newest and trendiest restaurants on Avenue A, Sing Sing offers a bar lounge and 15 private rooms for karaoke. It's a perfect place for a get together with friends after dinner. Large party rooms are available for up to 30 people. OPEN 7 DAYS

81 Avenue A (bet. 5th & 6th St.) | 212-674-0700 www.karaokesingsing.com | $7/h per person

East Village — Planet Rose
213 Avenue A (bet. 13th & 14th St.) | 212-353-9500 | $2/song

East Village — Second on Second
27 2nd Ave. (at 1st & 2nd St.) | 212-473-2922 | $30/h /room

East Village — Sing Sing (St. Marks)

SING-SING KARAOKE ST. MARKS

Conveniently located on St. Marks Street, in the heart of the East Village. Sing Sing is a Karaoke lounge with 16 Private Rooms. This brand new lounge is a great spot for young adults who love to sing. OPEN 7 DAYS 1:00PM-4:00AM. Party@karaokesingsing.com

9 St. Marks Pl. 2nd Fl. (bet. 2nd & 3rd Ave.) | 212/387 7800 www.karaokesingsing.com | $7/h per person

East Village — U2 Karaoke Lounge
6 St. Marks Pl. (bet. 2nd & 3rd Ave.) | 212-228-6250 | $8/hr

Lower Mhn — Asia Roma Bar & Lounge
40 Mulberry St. (at Worth St.) | 212-385-1133 | No charge

Lower Mhn — Bmy Karaoke Bar
8 Thompson St. 2Fl (bet. 6th Ave. & Canal St.) | 212-334-5490 | $30/h /box

Lower Mhn — Mott Karaoke Lounge
43 Mott St. (bet. Bayard St. & Pell St.) | 212-653-0004 | min $30 /room

Brooklyn — 100 Fun
932 50th St. (3th Ave. & Fort Hamilton Pky.) | 718-436-8993 | $40/h /room

Queens — Karaoke Shout

120,000 songs in 15 different languages available. 20,000 English songs and songs in Hindi and Thai that are rarely available in the U.S. Your party will be much more exciting in the high tech karaoke rooms. 11 private rooms are equipped with LED lightings that change colors with each song. Enter songs using a with touch system on the in-set screens and spoils. Chopsticks NY readers receive 10% discount with this ad. Open 7 days!

32-46 Steinway St. (bet. 34th Ave. & 35th way) | 718-569-0080 karaokeshout.com | $6/h person

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Please contact us
for detail.

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ごちそうさま
"GOCHISOU-SAMA DESHITA"
【meaning】Thank you, I ate enough
【usage】This is the phrase Japanese say after every meal expressing appreciation for the food you've just had. "Gochisou" literally means a feast. So "gochisou sama deshita" implies, "I had a great meal."

SEO
Restaurant SEO
249 E. 49th St.
(bet. 2nd & 3rd Aves.)
212-3[illegible]-7722
Mon-Sat: Lunch 12pm-5pm
Dinner 5:30pm-10:30pm
Sun: Lunch 12pm-5pm
Dinner 5:30pm-10pm

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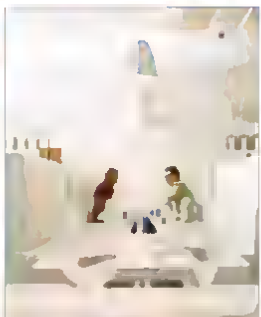
Healthy Salad Donburi
(over mixed grain rice)

Also try other healthy salad dishes
CATERING IS AVAILABLE
Oms b
OPEN ON SATURDAY AS WELL
156 E.45th St.(Lex & 3rd Ave)
TEL:212-922-9788
www.riceball-omsb.com



OR8
Atelier of Food
66 South 2nd St
Brooklyn NY 11211
718 384 2152
www.oneoreghtbk.com
Mon close
Tue-Thu & Sun 6pm-12am
Fri & Sat 6pm-3am

Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available | Open for Lunch | M Tu W Th F Sa Su Day Close | Delivery | Family Dining | Romantic Dining | Local Favorite | Vegetarian Friendly | Business Dinner

Coupon available at www.chopsticksny.com

CHINESE

Ivy's Cafe $23
154 W 72nd St (B way & Columbus Ave.)
212-787-3333

Ollie's $15
19st Broadway (bet. 67th & 68th St.)
212-595-8181

Ollie's $15
2857 Broadway (at 116th St.)
212-932-3300

Shue Lee West $52
43 W 65 St. (Columbus & Central Pk W)
212-595-8095

Cafe Evergreen $30
128 1st Ave (bet. 69th & 70th St.)
212-744-3266

Chef Hu's $25
1720 2nd Ave (bet. 89th & 90th St.)
212-348-8444

Chinatown East $18
1650 3rd Ave (bet. 92nd & 93rd St.)
212-517 2098

Lih's Noodle & Grill $22
1500 3rd Ave (bet. 84th & 85th St.)
212-639-1313

Our Place Cuisines $25
1444 3rd Ave (bet. 81st & 82nd St.)
212-288-4668

Philippe $60
33 E 60th St. (bet. Madison & Park Ave.)
212-644-8885

Phoenix Garden $20
242 E 40th St (bet. 2nd & 3rd Ave.)
212-883-0666

Pig Heavee $15
1540 2nd Ave (bet. 80th & 81st St.)
212-744-4333

Shunghai Pavilion $37
1378 3rd Ave (bet. 78th & 79th St.)
212-585-3388

Szechuan Chulet $15
1365 2nd Ave (At 73rd St.)
212-737 1838

Chinu Grill $56
CBS Bldg 30 W 53rd St (bet 5th &6th Ave)
212-333 7758

Joe's Shanghai $20
24 W 56th St (bet. 5th & 6th Ave.)
212-333 3868

Ollie's $15
411 W 42nd St (bet. 7th and 8th Ave.)
212-921-5868

Ruby Foo's Times Sq. $30
1626 Broadway (bet. 49th & 50th St.)
212-489-5600

Tung's Pavilion $20
65 W 55th St (bet. 5th & 6th Ave.)
212-950-6888

Wu Liang Ye $25
36 W 46th St (bet. 5th & 6th Ave.)
212-398-2308

Chum Cheese Cuisine $40
160 E 48th St (bet. Lexington & 3rd Ave.)
212-371-2323

Chu Chu $35
216 E 49th St (bet. 2nd & 3rd Ave.)
212-583-4555

Dyeasty Suey $35
511 Lexington Ave (at 48th St.)
212-355-1200

Evergreen $23
10 E 38th St (bet. 5th & Madison Ave.)
212-446-1109

Grand Sichuan $20
1048 2nd Ave. (bet. 55th & 56th St.)
212-355-5855

Lychee House $20
141 E. 55th St (bet. Lexington & 3rd Ave.)
212-753-3900

Mee Noodle Shop $15
822 2nd Ave. (at 43th St.)
212-880-0027

MR K's $50
570 Lexington Ave (at 51st St.)
212-583-1688

Peking Duck House $33

BEST PEKING DUCK IN NYC
Our house specialty and a crowd favorite. Our duck is roasted in an oven until the meat is tender and the skin is crispy. www.pekingduckhouseny.com
236 E 53rd St (bet 2nd & 3rd Ave.)
212-759-6280

Shun Lee Palace $35
155 E 55th St. (bet. Lexington & 3rd Ave.)
212-371-9444

Tse Yang Restaurant $40
34 E 51st St (bet. Park & Madison Ave.)
212-688-5447

Grand Sichuan $25
227 Lexington Ave (bet. 33rd & 34th St.)
212-679-5770

Grand Sichuan $20
229 9th Ave. (at 24th St.)
212-620-5200

Rickshaw Dumpling $20
61 W 23rd St (bet. 5th & 6th Ave.)
212-924-9220

Chinatown Brasserie $30
380 Lafayette St (at Great Jones St.)
212-533-7000

Empire Szechuan $15
173 7th Ave S (at Perry St.)
212 243-6048

Shanghai Square $20
11 E 13th St. (bet. 5th Ave. & University Pl.)
646-495-7313

Dumpling Man $11
100 St. Marks Pl (bet. 1st & Ave. A.)
212-505-2121

ABC Chinese Restaurant $25
34 Pell Street (bet. Mott St. & Bowery)
212-346-9300

Amazing 66 $25
66 Mott St (bet. Bayard & Canal St.)
212 334-0098

Au Mandarin $20
200-250 Vesey St. (at West St.)
212-385-0313

Big Wong $13
67 Mott St. (bet. Bayard & Canal St.)
212-964-0540

Chinu Chulet $25
47 Broadway (Exchange Pl. & Morris St.)
212-943-4380

Coogee Village $16
100 Allen St. (bet. Broom & Delancy St.)
212-941-1918

Dim Sum Go Gu $15
5 E. Broadway (bet. Catherine & Oliver St.)
212-732-0797

Excellent Dumpling $15
111 Lafayette St. (Canal & Walker St.)
212 219-0212

Golden Unicorn $15
18 E. Broadway (Davis on & Catherine St.)
212-941-0811

Jing Fong $20
20 Elizabeth St. (bet. Bayard & Canal St.)
212-964-5256

Joe's Ginger $18
25 Pell St. (at Doyers St.)
212 285-0333

Joe's Shanghai $15
9 Pell St. (bet. Bowery & Mott St.)
212-233-8888

Lin's Dumpling House $10
26 Bowery (at Bayard St.)
212-349-0293

Mandurin Court $15
61 Mott St. (bet. Bayard & Canal St.)
212-608-3838

New Bu-Ky $18
80 Bayard St. (bet. Mott & Mulberry St.)
212-406-2292

Nice Green Bo $15
50 Bayard St. (bet. Elizabeth & Mott St.)
212-625-2359

Oriental Garden $30
14 Elizabeth St. (bet. Bayard & Canal St.)
212-619-0085

Shanghai Cuisine $25
88 Bayard St. (at Mulberry St.)
212-732-8988

Faun $15
209 Smith St. (bet. Baltic & Butler St.)
718-624-2277

East Manor $15
46-45 Kissena Blvd (at Laburnum Ave.)
718-888-8998

KOREAN

Beso $30
350 W. 50th St. (bet. 8th & 9th Ave.)
212-582-4448

Chum Chom $40
40 W. 56th (bet. 5th Ave & Ave. of Americas)
212-213-2288

Koreu Palace $30
127 E. 54th St. (bet. Park & Lexington Ave.)
212-832-2350

Cho Dueg Gol $30
55 W 35th St (bet. 5th & 6th Ave.)
212-695-8222

Don's Bugam $30
17 E 32nd St. (bet. 5th & Madison Ave.)
212-683-2200

Franchu $25
12 Park Ave (bet. 34th & 35th St.)
212-213-1001

Gum Mee Ok $25
43 W 32nd St (bet. 5th Ave & Broadway)
212-695-4113

HAN BAT $15
53 W 35th St (bet. 5th & 6th Ave.)
212-629-5588

HANGAWI $40
12 E 32nd St. (bet. 5th & Madison Ave.)
212-213-0077

Hye Dueg Guk $15
51 W 35th St (bet. 5th & 6th Ave.)
212-695-7167

Kang Suh $28
1250 Broadway (at 32nd St.)
212-564-6845

Komtang House $15
32 W 32nd St (bet. 5th Ave. & Broadway)
212-947-8482

Kum Gang Sun $20
45 W 32nd St (bet. 5th Ave. & Broadway)
212-967-0909

Kuejip Restaurent $15
9 W 32nd St (bet. 5th Ave. & Broadway)
212-216-6487

Madungsui $30
35 W 35th St (bet. 5th& 6th St.)
212-564-5333

Seoul Gardee $15
34 W 32nd St (bet. 5th Ave. & Broadway)
212-736-8002

Shillu $25
37 W 32nd St. (bet. 5th Ave. & Broadway)
212-967-1880

Woo Choo $20
10 W 36th St (bet. 5th & 6th Ave.)
212-695-0676

Du Hwu $25
55 Carmine St. (at Bedford St.)
212-414-1224

Bibim-Bar $15
140 1st Ave (bet. St. Marks & 9th St.)
212-529-2746

Bun Juu $20
107 1st Ave (bet. 6th & 7th St.)
212-505-7374

Duk Suei's $20
115 1st Ave (bet. 7th St & St. Marks Pl.)
212-477-9506

Jup She $20
171 Grand St (bet. Centre & Baxter St.)
212-343-0080

Kori $20
253 Church St (bet. Leonard & Franklin St.)
212-334-0906

Woo Lae Duk $50
140 Mercer St (bet. E. Houston & Prince St.)
212-925-8200

Brooklyn **Dokebi**
199 Grand St. (bet. Bedford and Driggs Ave.) $20
718-782-4424

Westchester **Kelbi House**
231 Central Ave. White Plains, NY 10606 $25
914-328-0251

THAI

Upper West **Land**
450 Amsterdam Ave. (bet. 81st & 82nd St.) $25
212 501-9121

Upper West **Loog Grae**
2534 Broadway (at 95th St.) $22
212 866-0866

Upper East **Eat Thai**
1425 3rd Ave. (bet. 81st & 82nd St.) $15
212-772-1464

Upper East **Jasmine**
1615 2nd Ave. (at 84th St.) $25
212-517-1854

Upper East **Sa-Way**
1475 1st Ave. (at 77th St.) $20
212-744-5374

Upper East **Sala Thai**
1719 2nd Ave. (bet. 89th & 90th St.) $25
212-410-5057

Upper East **Spice**
1411 2nd Ave. (bet. 73rd & 74th St.) $20
212-988-5348

Upper East **Vieng Ping**
1383A 2nd Ave. (bet. 72nd & 73rd St.) $22
212-249-1484

Midtown West **Aceluck Thai**
530 9th Ave. (bet. 39th & 40th St.) $11
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835 Washington St. (at Little W. 12th St.) $36
212 243-3339

"ITADAKIMASU"

[meaning] Bon appetit!

[usage] It is customary in Japan to say this phrase before eating each meal. Literally meaning "I receive," this phrase shows the gratitude of a person who is about to eat toward the people who prepared the meal.

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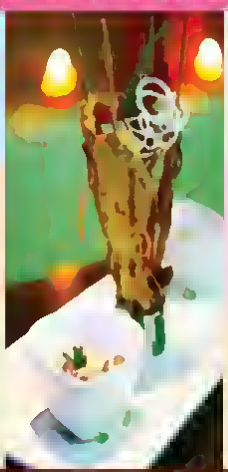

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What on Earth?

土用の丑

DOYOU-NO-USHI

Once "tsuyu" (Japan's rainy season) is over, the hot, humid summer arrives. The heat really goes up—as does people's discomfort—during the period known as "doyou-no-ushi."

"Doyou" is the term used in "nijuushisekki" (twenty-four solar cycles) to represent the 18–19 days before the first day of each season, so there are four doyou in a year. (It has nothing to do with the word "doyou" that means "Saturday," by the way.) The doyou of summer usually starts on July 19 or 20 and ends on August 6 or 7, depending on the calendar of the year. "Ushi" is one of the twelve signs applied to each day in nijuushisekki. Doyou-no-ushi, then, means the day of the ushi sign during the doyou period. Although doyou-no-ushi occur during each season, these days the summer ones are the most significant. This is largely because of a custom that has been enjoyed for about 200 years: eating "unagi" (eel).

This custom started during the late 18th or early 19th century, but its origin is somewhat ambiguous. There are a couple of episodes that seem to be connected to its beginning, the most famous involves Gennai Hiraga, a scientist-scholar-playwright of the late 18th century. An unagi vendor asked him for suggestions on how to keep selling unagi through the hot summer, when people usually lose their appetites. Hiraga came up with the idea of promoting the traditional belief that eating something that begins with the letter "u" on the day of ushi will give people energy to fight "natsu-bate," or heat exhaustion. Then he suggested that the merchant put a sign in his storefront announcing, "Today is the day of USHI." The marketing campaign was a success. Other unagi vendors copied this idea, and the custom gradually spread nationwide.

Regardless of the origin of this custom, eating unagi on doyou-no-ushi is reasonable from practical point of view. Abundant in vitamins A, B1, B2, and E as well as DHA* and EPA,** unagi is nutritious enough to help people avoid and recover from summer lethargy. Even though the dish is available all year round, Japanese enjoy eating sizzling "unagi no kaba-yaki" (charbroiled marinated unagi on rice) during the hottest part of summer. This year's doyou no ushi fall on July 26.

*DHA: Docosahexaenoic acid (DHA) is an omega-3 fatty acid. DHA is essential for the proper functioning of our brains as adults. In addition, omega-3 fatty acids are part of a healthful diet that helps lower risk of heart disease.

**EPA: Eicosapentaenoic acid (EPA) is one of several omega-3 fatty acids used by the body. Increased intake of EPA has beneficial effects on coronary heart disease, high blood pressure, and inflammatory disorders, such as rheumatoid arthritis.

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540 Amsterdam Ave (86th & 87th St) In fronf of CVS
642 Amsterdam Ave. (91st & 92dn St.) m tront ot Myako Sush
685 Amsterdam Ave. (93rd & 94th St.) n tront of Kouzan Japanese
695 Amsterdam Ave (94th & 99rd St) n tront ot Espresso Bar
262 W 96th St (B way & Wesf End) in fronf of Gristedes
2355 B way (86th & 85th St) n fronf of Subway Statron
222t B way (79th & 80th St) In tront of F rsf Baptist Church
t666 B way (62nd & 63rd St) in fronf ot Lincoln Plaza Cinema
t988 B way (67th & 68th St.) n fronf ot Lowes Theater
2008 B way (68th & 69th Sf) in tront of Food Emporium
2700 B way (103rd & 104th St) in fronf ot Gr stedes
2840 B way (tt0th & tttth Sf) m fronf of Subway Statron
2950 B way (115th & t16th St) in fronf of Columbia Un v

UPPER EAST SIDE

4t0 tst Ave (6tst & 60th St) m fronf of Bed Bath & Beyond
1t87 1st Ave (64th & 65th Sf) In fronf of Duane Reade
t208 tst Ave (65th & 66th St.) In tronf of Gr sfedes
t33t tst Ave (71st & 72nd St) in tronf of Food Empor um
t445 1st Ave (75fh & 76fh St) n fronf ot Starbucks
t463 1st Ave (76th & 77th St.) In tronf of Duane Reade
t479 1sf Ave. (77th & 78fh Sf) In fronf of Tha Food Bar
t513 1st Ave (79th & 80th St) in fronf of Vifamin Shoppe
t569 1st Ave (82nd & 81st St.) In fronf of CVS
163t 1sf Ave (85fh & 84fh Sf) in fronf of Starbucks
251 1sf Ave (86th & 87th St) in tronf of Duane Reade
1701 tst Ave. (88th & 89th St) m fronf ot Lu-g s Restaurant
1t80 2nd Ave (62nd & 63rd Sf) m fronf of Chase Bank
t223 2nd Ave. (64th & 65th St) m tronf of CVS
t299 2nd Ave (68th & 69th Sf) in fronf ot R te Aid
1446 2nd Ave (75th & 76th St) m tronf of Gristedes
t470 2nd Ave (77th & 78th St.) m tront ot TD Bank
150t 2nd Ave (78th & 79th St.) in fronf ot Sushi Hana
t535 2nd Ave. (80th & 79th St) m tront ot R te Aid
t660 2nd Ave (86th & 85th Sf) m tront ot Food Emporium
1696 2nd Ave (86th & 87th St.) m fronf of Gourmet Plaza
1678 1st Ave (88th & 87th Sf) m tront ot Bull Pen

MIDTOWN WEST

1032 6th Ave (40th & 39th St.) n fronf of Subway
593 10th Ave. (42nd & 41st St) In tront ot CVS
656 10th Ave (46th & 45th St.) in fronf of Cl nton House
814 10th Ave (54th & 55th St.) in tront of Coffee Shop
865 10th Ave. (56th & 57th Sf) In tront ot CBS
871 10th Ave (57th & 56th Sf) in fronf of Food Village
899 10th Ave (58th & 59th St.) in tronf of John Jay College
992 10th Ave. (58th & 59th St) in tront ot John Jay College

MIDTOWN EAST

640 t st Ave (36th & 35th St.) n tront of Condo/Manhattan Place
721 1st Ave (38th & 37th Sf) in fronf of The Cor nth an Park
875 tst Ave (49th & 48th Sf) n fronf ot Natron's Café
877 tsf Ave (49th & 50th St.) in tront of Dell
93t 1st Ave (51st & 52nd St) in fronf of Duane Reade
943 tst Ave (52nd & 5tst St) m tront of Domino s Pizza
985 tsf Ave (54th & 55fh St.) n tront ot GNC
348 1st Ave (55fh & 56th St.) in fronf of Sf John e Church
40t tst Ave (59th & 60th St.) in tronf ot Food Empor um
659 2nd Ave (37th & 36th St.) In tront ot Midtown Tunnel
748 2nd Ave (40th & 41st St) n fronf of Gristedes
80t 2nd Ave (43rd & 42nd St) in tront ot Chase Bank
852 2nd Ave. (45fh & 46th St) In fronf of Duane Reade
924 2nd Ave (49th & 50th St) In fronf of Matisse
960 2nd Ave. (52nd & 5tst St) m tront ot Second Ave Art Expo
1076 2nd Ave (57th & 56th Sf) m fronf of Duane Reade
7s0 3rd Ave (47th & 46th St) in fronf ot Bank of Americe
800 3rd Ave (49th & 50th St) In tront ot Citibank
800 3rd Ave (50th & 49th St.) In fronf of Staples
850 3rd Ave (5tst & 52nd St) in fronf ot Chase Bank
866 3rd Ave (52nd & 53rd Sf) in tront of Wachov a Bank
900 3rd Ave (54th & 55th St) In fronf of Bank of Amer ca
936 3rd Ave (56fh & 57th St) n tront ot Atlant c Bank
952 3rd Ave (57th & 58fh St) in fronf ot Bassano Jewelry
997 3rd Ave (59th & 60th St) In fronf ot Clark Shoes
375 Lex ngfon Ave. (42nd & 4 tsf Sf) In tront of LOFT
425 Lex ngton Ave (44th & 43rd St.) n fronf of Nine Wesf
459 Lexington Ave (45th & 46th St.) in fronf ot M dtown Com c
466 Lex ngton Ave. (46th & 45th Sf) in tront ot Cafe Metro
500 Lexington Ave. (48th & 47th St.) n fronf of Longwood Gourmet
575 Lexington Ave. (51st & 52nd St.) n fronf ot Staples
59t Lex ngton Ave. (52nd & 5tst St.) In tront ot Jean Lours Davrd
610 Lexington Ave. (53rd & 52nd St) n fronf of Subway Station
t39 57th St (Lexington & 3rd Ave) in fronf of Vifamin Shoppe
t30 59th St (Lexington & Park Ave) m tront of Banana Republic

CHELSEA

930 B way (22nd & 23rd St) In fronf ot Subway Station
t t23 B way (25th & 26th St.) m fronf ot Domain Properties
1 t50 B way (27th & 26th St) in tront of X-Tens ons
t178 B way (28th & 27th St.) m fronf ot Young Town Jewelry
90 5fh Ave (14th & t5th St.) in fronf ot Commerce Bank
100 5th Ave (15th & 16th St.) In tront of Bebe
460 6th Ave (14th & 15th St) In tront ot Subway
566 6th Ave (16fh & t5fh Sf) In fronf ot Art Gallery
727 6th Ave. (23rd & 24fh St) In fronf of Hardware
750 6th Ave (25th & 24th St) in tront ot CVS
777 6th Ave (27fh & 26fh Sf) In tront ot Sleepy s
166 8th Ave (18th & 19th St) n fronf of Limo Service
269 8th Ave (23rd & 24th St.) In fronf ot Dunkin Donuts
300 8th Ave (25fh & 24fh Sf) In fronf ot Subway
322 8th Ave (26th & 27th St.) In fronf ot Grisfedes
397 8th Ave. (30th & 29th St) n tront ot Subway
236 10th Ave (24fh & 23rd St) m fronf of London Terrace Stafron

GRAMERCY

339 tst Ave (20fh & 19th Sf) in tront of Emerald Too
44t 1st Ave (25th & 26 St) n fronf of NYU Medrcal School
388 tst Ave (26th & 27th St) In tront of Department of Health
487 tsf Ave (29fh & 28fh Sf) in fronf of East Bay D ner
540 t st Ave (32nd & 33rd St) n fronf ot NYU Medrcal Cenfer
576 tst Ave (33rd & 32nd St) in tront of Ronald O Perelman Bldg
59t tst Ave (34th & 33rd St) In tront of NYU Medrcal Center
822 2nd Ave (34th & 35fh St.) n fronf ot Capital One Bank
578 2nd Ave (32nd & 31st St) In fronf of Lowes Movie Theater
566 2nd Ave (3tst & 32nd St) in tront of Lowes Mov-e Theater
227 Lexington Ave (33rd & 34th St) in fronf ot Genovese
154 Lex ngton Ave (30th & 3 tst St) m fronf of Moravian Church
50 Lexingfon Ave (25th & 26th St.) m fronf of Nat onal Guard Armory
14 Lex-ngfon Ave (22nd & 23rd St.) in fronf of Baruch College Bldg
297 Park Ave S (23rd & 22nd St.) m fronf of Subway Sfat on
11 Madison Ave (26th & 25th St) m tront ot Rosenthal
t32 Madison Ave (3t st & 32nd St) m fronf of Del
880 B way (19th & 20th St) m fronf of Lowes Movie Theafer
1t5 5th Ave (t9th & t8th St) n tront of Nine West

WEST VILLAGE

4 W t4th St (5th & 6th Ave) m fronf of Lucille Roberfs
t0 5th Ave (8th & 9th St) In tront of La Pa n Quotedren
12 Un versrfy Pl (8th & 7fh Sf) In fronf of NYU

EAST VILLAGE

3 4th Ave (8t r & 9th St) In front ot Cooper Un on
65 5th Ave (13th & 14th St) In fronf of New School Univ
253 1st Ave (14th & t5th Sf) in fronf of CVS

Let's Eat the Season

-Fava Beans-

Here comes summer! It's a fun-filled season, but it is also a time when people are bothered by lethargy and heat exhaustion. This month we feature an ingredient that is effective in combating these problems: the fava bean. Fava beans contain an abundance of folic acid, minerals, and vitamins (they have the highest vitamin B2 content of any bean). Our teacher, Misako Sassa, mixes fava beans with shrimp to make a summery appetizer. This dish highlights fava beans' soft and smooth texture and shows off their beautiful color. Tangy wasabi-mayonnaise sauce adds a little surprise to the dish as well as a Japanese twist. Serving the beans and shrimp in baked gyoza-skin cups makes this dish perfect for a party. Shrimp goes best with the texture and flavor of fava beans, but you can substitute other ingredients, such as scallops or chicken. When you choose fresh fava beans, look for glossy, dark green beans that are elastic to the touch.

Fava Beans and Shrimp with Wasabi-Mayonnaise Sauce

[INGREDIENTS] (serving: 12 pieces)

- ❒ 1/2 cup shelled fava beans
- ❒ 1/3 cup cooked medium shrimp
- ❒ 1/3 cup mayonnaise
- ❒ 1–2 tsp wasabi paste (depends on your preference)
- ❒ 12 gyoza or dumpling skins*
- ❒ Pinch of black pepper to season
- ❒ Cooking spray
- ❒ Cherry tomato for garnish

*Gyoza skins are available in Asian grocery stores.

[HOW TO COOK]

1. Preheat oven to 380 degrees Fahrenheit.
2. Spray oil on mini-muffin tin and line with gyoza skins.
3. Bake for 10–15 minutes until gyoza cups turn golden brown.
4. In the meantime, blanch fava beans for 1–2 minutes, drain, and cool in strainer.
5. Peel skin off fava beans.
6. Cut cooked shrimp into bite-sized pieces.
7. Mix mayonnaise and wasabi paste in bowl.
8. Add fava beans, shrimp, and black pepper.
9. Put fava bean mixture into gyoza cups and garnish with small pieces of cherry tomato.

Tip: When lining the muffin tin with gyoza skin, make sure to flatten them on the bottom so that the cups don't tip over.

MISAKO SASSA *Japanese cooking instructor/food consultant*
Misako teaches authentic Japanese cooking, focusing on simple delicious, and healthy home-style cooking using seasonal and local ingredients.
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Website: Japaneseculinarystudionyc.com
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THE KURAMOTO -VOL.10

Reviving Tradition To Tread The Future

Hamaoa Shuzo

Established in 1868 in the Mecca of shochu production, Kagoshima prefecture, Hamada Brewery dedicates itself to producing one thing: shochu. Surrounded by the abundance of pristine water from the Shirasu plateau that covers southern Japan, and lush natural environment with a wealth of resources like local sweet potatoes, which is the base ingredient Kagoshima shochu are known for, the town of Ichiki was once home to many breweries. Today, Hamada brewery is one of the few left in the region protected by their fifth generation president Mr. Yuichiro Hamada. The secret to their more than 140 years of success is no doubt in the way they uphold traditions while taking into consideration the trends of the present era.

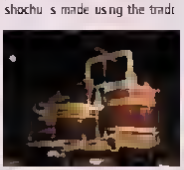
The three production houses within the brewery are crucial components to their award winning efforts, each one with a theme, "Tradition", "Innovation", and "Succession". Here is where the new meets the old, and where the best of the two worlds are combined to create excellence. Here workers put their best foot forward everyday to fulfill the brewery's motto, which is to make "a true, national drink that can reach a worldwide audience." To preserve quality, Hamada brewery revived some old techniques that had no longer been in use, such as wooden contraptions for distillation, using the more difficult koji, and traditional jars to prep and store. The use of local ingredients also maximizes quality control, landing them numerous recognitions such as a Gold Prize at the International Mondo Selection.

Currently, there are two lines of Hamada brewery shochus released in the U.S., KAIDO Iwainoaka KAKUSHIGURA, and Kuromaru. All shochu are clean, gentle with a strong core, yet fragrant and versatile with food, which are actually traits found in all Hamada brewery products. It only takes a sip to confirm the brewery's high standards. Kuromaru especially is steadily gaining name recognition and popularity in bars throughout New York. According to Ms. Miwa Shimoebisu in general affairs, "It's not just meant to go with Japanese food, so don't be afraid to be creative when pairing with it."

Hamada Shuzo
4-1 Minato-machi,
Ichiki-Kushikino-shi,
Kagoshima JAPAN 899-2101
TEL. +81-996-36-5771
www.hamadasyuzou.co.jp

Three things you should know about HAMADA SHUZO

The brewery has three separate production houses each of which focuses on a specific theme. House of "Tradition," Denbei, is where shochu is made using the traditional methods with tremendous particularity and where older techniques are revived so they can continue making the best Honkaku-shochu there is.



House of "Innovation," Denzoin, is where innovation meets tradition and it is here where most of their award winning products are created. Awards include 3 from Kagoshima Brewers Association, one for Best Kagoshima Brewery from Kinamoto prefecture's brewer competition, and the Gold Prize at Mondo Selection. They have also been featured on TV as one of the top shochu brewers.

House of "Success on," Satsuma Kinzan, is the most popular area for visitors as it promotes the Satsuma culture through not only shochu but also other Kagoshima delicacies. It's where one can literally eat and drink in the true Satsuma cuisine. Visitors can also take a tour into a former Kinzan (gold mine) where the shochu gets stored.

A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery - Vol.32 'Kappa no sasoi-mizu'

TriBeCafe is a new restaurant & bar in Tribeca produced by Plan Do See, which also operates both Greenwich Grill and Sushi Azabu restaurants. They have many Japanese cafe items on their menu as well as a bar stocked with every imaginable wine, sake and shochu. Among their extensive food menu, try Mentaiko Spaghetti. It is a very popular spaghetti dish in Japan tossed with marinated spicy cod roe. Fish roe is an ingredient not particularly easy to pair with wine, but it matches wonderfully with schochu like Kappa no Sasoimizu.

At TriBeCafe, it is $10 by the glass and $60 for a bottle, so a party of three will be able to enjoy appetizers and pasta meals with a bottle of Kappa no Sasoimizu for a budget at around $35 per person.

-Hayato Hishinuma-

2010 '09 '08 '06 Monde Selection - Grand Gold Medal
2008 Monde Selection -International High Quality Trophy
2008 IT QI Superior Taste Award Brussels - 1 Stars
2007 Monde Selection - Gold Medal
2007 IWSC - SILVER Medal
2007 SF World Spirits Competition - Bronze Medal

The use of unglazed pots and small batches (800 liters per pot) induces natural fermentation that requires neither artificial heating nor cooling

Information

The place to buy
"Kappa no Sasoi-mizu" TriBeCafe
277 Church St., New York, NY 10013
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ADVERTISEMENT

Feel the Summer Sweetness with Kuromaru Cocktails

As summer approaches, we begin to crave refreshing tastes such as those of cocktails. To create the best summer cocktail with the sweet potato shochu Kuromaru, Mr. Gen Yamamoto, an award-winning mixologist, explored in detail. With his minimalist approach, he always thinks about how to employ the best aspects of each ingredient and then use them to multiply each other. Here he gives us some insight into how he uses this liquor in his concoction and what he found while searching for the optimal partner for Kuromaru during this hot season.

First of all, how would you describe the taste of Kuromaru?
It's light while still keeping the body of sweet potato flavor. But what is unique about Kuromaru is its touch of spiciness. I think it has an aroma that might go well with black pepper.

For today's cocktail, what ingredients did you choose?
I wanted to use summer fruit for the cocktail, but after trying several different ingredients I realized that not so many kinds of summer fruit create a good match with Kuromaru. Since Kuromaru has a kind of "melancholic" flavor, it tends to collide with "sunny" flavors. For example, mango's tropical impression wasn't good enough and peach didn't align well with it either. In addition, it does not get along with citrus flavors like lemon and lime so it's really difficult. But I finally found that watermelon went great with Kuromaru. Watermelon does not show its best match with citrus either. Therefore, I tried to construct the cocktail's base flavor by highlighting its sweetness.

So it's going to be a sweet, summery cocktail then?
It's not just that. I think watermelon has a unique crispness on your tongue, and I wanted to reproduce that texture in this cocktail. So I added minced fennel to mock the watermelon's texture, as well as a touch of spiciness as an accent. What do you think?

[Sipping a little] I sense bitterness as well. Is that from the fennel?
Yes. I intentionally avoided making the cocktail too sweet. Instead I produced a more refreshing feel for the hot season. Watermelon has a touch of greenness, and fennel can enhance the greenness without overpowering it. You can also enjoy the watermelon cubes in it.

[Tasting the watermelon cubes in the cocktail] It's as if I'm eating Kuromaru-marinated watermelon. How about pouring Kuromaru over chilled watermelon?
That would be nice too. It might be better if you add a little syrup to the Kuromaru sauce in that case.

What do you think of other options for summer Kuromaru cocktails?
Something spicy like ginger or red pepper might work. It's simple, but I'm pretty sure red pepper and Kuromaru would be a great combination.

Mr. Gen Yamamoto is an award winning mixologist who pursues the ultimate balance and harmony in his cocktails while using the bare minimum. His innovative use of fresh ingredients has become his trademark. He is now serving at En Japanese Brasserie (www.enjb.com) in the West Village.

www.freshfruitmartini.com

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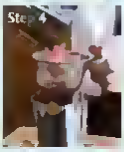
Kuromaru Watermelon Splash

[ingredients] (serves 1)
- 2 oz Kuromaru
- 2-3 oz Watermelon
- 1/4 bulb fennel (trimmed and cored)
- 1.5-2 tsp syrup
- Salt to garnish

[steps]
1. Put a half portion of fennel bulb into a flask and mush it.
2. Put a half portion of watermelon into a flask and mush it.
3. Add Kuromaru and mix well.
4. Strain it. Mush fennel bulb and watermelon while straining it to take the most flavors out of the ingredients.
5. Add syrup to adjust the sweetness.
6. Mince the left half portion of the fennel bulb and blanch it for about one minute.
7. Dice the left half portion of the watermelon.
8. Place salt on the rim of the glass. [optional]
9. Arrange a little bit of minced fennel and diced watermelon on the bottom of the glass. [optional]
10. Add ice.
11. Pour Kuromaru cocktail mix into the glass and garnish the rest of the minced fennel and diced watermelon.



Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquor.

Coupon available at www.chopsticksny.com

GROCERY

M2M B'way & 114th
2935 Broadway (bet. 114th & 115th St.) 212-280-4600 — Japanese

Daisobu
129 E. 47th St. (bet. Lexington & 3rd Ave.) 212-755-7360 — Japanese

Katagiri & Co., Inc
224 E. 59th St. (bet. 2nd & 3rd Ave.) 212-755-3565 — Japanese

Yegure
24 E. 41st St. (bet. 5th & Madison Ave.) 212-679-3777 — Japanese

H Mart Hon Ah Reum
25 W 32nd St.(bet. Broadway & 5th Ave) 212-695-3293 — Korean

Woorijp
12 W. 32nd St. (bet. 5th Ave. & Broadway) 212-244-1115 — Korean

Japan Premium Beef
57 Great Jones St. (bet. Bowery & Lafayette) 212-260-2333 — Other

JAS Mart
35 St. Marks Pl. (bet. 2nd & 3rd Ave.) 212-420-6370 — Japanese

M2M E. Village
200 E. 11th St. (at 3rd Ave.) 212-353-2698 — Japanese

Sunrise Mart Astor Pl
4 Stuyvesant St. 2FL. (9th St &3rd Ave) 212-598-3040 — Japanese

Pearl River Mart
477 Broadway (Grand St. & Broom St.) 800-878-2446 — Chinese

Sunrise Mart SoHo
494 Broome St. (W. Broadway & Wooster) 212-219-0033 — Japanese

Tonjie Mart
31 Mulberry St. (bet. Canal & Bayard St.) 212-962-6622 — Japanese

Family Market
29-15 Broadway (bet. 29th & 30th St.) 718-956-7925 — Japanese

H Mart Northern 156
156-40 Northern Blvd. (156th & 157th St) 718-886-0005 — Korean

H Mart Northern Blvd
141-40 Northern Blvd. (Parsons & Rowan) 718-358-0700 — Korean

H Mart Union St.
29-02 Union St. (at 29th Ave.) 718-445-5656 — Korean

H Mart Williston Park
400 Hillside Ave. Williston Park, NY 11596 516-535-0270 — Korean

H Mart Woodside
58-18 Woodside Ave. (59th & 60th St.) 718-446-0759 — Korean

Sakura-ya
73-05 Austin St. (bet. Ascan Ave. & 73rd Rd.) 718-268-7220 — Japanese

H Mart Great Neck
495 Great Neck Road. Great Neck NY 11021 516-482-3113 — Korean

Nara Japanese Foods
183A Main St. Port Washington, NY 11050 516-883-1836 — Japanese

Shoo Noppon Do
103 Mineola Ave. Port Washington, NY 11577 516-625-1814 — Japanese

DAIDO
522 Mamaroneck Ave. White Plains NY 914-683-8735 — Japanese

DS Seefood
14-16 North Central Ave. Hartsdale NY 10530 914-946-8085 — Japanese

Fuji Mart Scarsdale
416 White Plains Rd. Scarsdale NY 10583 914-472-1469 — Japanese

Kem See Foods
22 Barker Ave. White Plains NY 10601 914-428-4500 — Korean

NIJIYA Market
18 N. Central Ave. Hartsdale NY 10530 914-949-2178 — Japanese

Dohoho
283 Halstead Ave. Harrison, NY 10528 914-835-4350 — Japanese

Asian Market
91 Colvin Ave. Albany NY 12203 518-450-8166 — Chinese

Fuji Mart
1212 E. Putnum Ave. Riverside, CT 06878 203-698-2107 — Japanese

J-Mart
15 Orange St. New Haven CT 06510 203-782-1234 — Japanese

Family Market NJ
10 Franklin Tpk. Waldwick, NJ 07463 201-444-5133 — Japanese

H Mart Cherry Hill
1720 Marlton Pike, Cherry Hill NJ 08003 856-489-4611 — Korean

H Mart Edison
518-14 Old Post Rd. Edison, NJ 08817 732-248-8586 — Korean

H Mart Englewood
25 Lafayette Ave. Englewood, NJ 07631 201-871-8822 — Korean

H Mart Little Ferry
240 Bergen Tpke. Little Ferry, NJ 07643 201-814-0400 — Korean

H Mart Ridgefield
321 Broad Ave. Ridgefield, NJ 07657 201-943-9600 — Korean

Mitsuwa Marketplace
595 River Rd. Edgewater, NJ 07020 201-941-9113 — Japanese

Ridgewood Fisheries
30 Prospect St. Ridgewood, NJ 07450 201-670-0882 — Japanese

Meido
38 N. Narberth Ave. Narberth, PA 19072 610-747-0557 — Japanese

Tokyo Japanese Store
5955 Ellsworth Ave. Pittsburgh, PA 15232 412-661-3777 — Japanese

LIFE & THE CITY
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Both types of Nanbu Bijin work with a variety of foods, from lighter fare such as sumeo noodles to richer offerings and even desserts. It goes especially well with nuts, making it a natural accompaniment to barbeque season. Nanbu Bijin can be enjoyed in any location, whether on your terrace or at the beach or park, but if you plan to go camping, bring Tokubetsu Junmai. All you have to do is put ice in a glass, fill it with this sake and you are good to go. Sipping this delicious beverage on the rocks in the great outdoors will really give you a sense of summer.
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SAKE

Gotham Wines & Liquors
2517 Broadway (bet. 93rd & 94th St.) — Sake/Shochu
212-932-0900

Nancy's Wine
313 Columbus Ave (bet. 74th & 75th St.) — Sake/Shochu
212-877-4040

Gourmet Wine
329 Lexington Ave (bet. 59th & 60th St.) — Sake/Shochu
212-772-3211

Mister Wright
1563 3rd Ave. (bet. 89th & 90th St.) — Sake/Shochu
212-722-4564

Ambassador Wine
1020 2nd Ave. (at 54th St.) — Sake/Shochu
212-421-6079

Landmark wine
187 W. 23rd St. (6th & 7th Ave.) — Sake/Shochu
212-242-2323

MJK liquor
161 3rd Ave. (bet. 15th & 16th St.) — Sake/Shochu
212-475-9169

Union SQ Wine
140 4th Ave. (at 13th) — Sake/Shochu
212-675-8100

LEDU WINES
500 Washington St. (at Leroy St.) — Sake
212-924-6999

Astor Wine
399 Lafayette St. (at 4th St.) — Sake/Shochu
212-674-7521

SAKAYA
324 E. 9th St. (bet. 1st and 2nd Ave.) — Sake/Shochu
212-505-7253

Warehouse Wines
735 Broadway (at W. 8th St.) — Sake/Shochu
212-982-7770

East Village Wine
183 Stanton St. (bet. Clinton & Attorney) — Sake
212-358-7700

Grenyetta Wine
161 Grand St. (bet. Crosby & Lafayette St.) — Sake/Shochu
212-925-1236

New York Wine EX.
9 Broadway (bet. Morris & Battery Pl.) — Sake/Shochu
212-422-2222

September Wines L E S.
100 Stanton St. (at Ludlow St.) — Sake
212-358-0770

Heights Chateau
123 Atlantic Ave. Brooklyn NY 11201 — Sake/Shochu
718-330-0963

Smith and Vine
268 Smith St. (bet. Douglass & Degraw) — Sake
718-243-2864

Delite Super Market
420 Washington St. Hoboken NJ 07030 — Sake/Shochu
201-420-7800

JAPANESE WHOLESALER

Paleswong Trading Co., Inc
628 10th Ave. New York NY 10036 — Sake
212-245-4560

JFC International Inc
40 Varick Ave. Brooklyn NY 11237 — Food/Sake
718-456-8405

Central Bneki U S.A., Ltd.
56-30 46th St. Maspeth NY 11378 — Food
718-723-8995

Demi Trading Co., Inc.
14-50 128th St. College Point NY 11356 — Food/Sake
718-539-8100

New York Mutual Trading Inc
25 Knickerbockers Rd. Moonachie NJ 07074 — Food/Sake
201-933-9555

Nishimoto Trading Co., Ltd
602 Washington Ave. Carlstadt NJ 07072 — Food/Sake
201-804-1600

Wine of Japan Import, Inc.
235 West Parkway Pompton Plains NJ 07444 — Sake
973-835-8595

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718-268-7220

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- Search sake by the grade
- Post upcoming sake events
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LIFESTYLE

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BRIGHTEN UP THE RAINY SEASON

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LISTINGS
BEAUTY
HEALTH
SCHOOL

STYLE FROM JAPAN

BRIGHTEN UP THE RAINY SEASON

For about a month and a half from June through July, most areas in Japan suffer from a muggy, uncomfortable rainy season. To weather this rough period, the Japanese have developed various rain goods over the years. Recent hit items include a 16-rib umbrella strong enough to withstand storms and blasts and a super-light and super-thin folding umbrella, but the most notable phenomenon reflects the needs of functionality and fashion: bright color footwear which attracts young followers and whose popularity spreads quickly.

From town style to heavy-duty, the bright color variations of waterproof rubber boots are seen everywhere in the rainy season in the past few years. With chic design and form, they are growing even in the fashion district. This craze for colorful rain boots encouraged a non-Japanese, world-class outdoor brand to develop a boot line specifically targeting the Japanese market. Vividly colored climbing shoes are also currently in the spotlight. Superior in waterproof function and ventilation, this model which used Gore-Tex® is a front runner of its kind. As soon as the global outdoor footwear and apparel brand Merrell released a Japan limited color two years ago, it got a lot of attention not only in the domestic market but also outside of the country.

The boom coincides with a couple of cultural trends. Mr. Senichiro Imai, Merrell's marketing manager, explains, "When we brought this collection two years ago, the market was swept by earth colors. But the introduction of iPod nano multi color and the comeback of hippie culture brought attention to more brightly colored items, and now they are a mainstream aspect of the outdoor apparel industry."

By brightening up your feet with colorful, heavy-duty and comfortable footwear, you can enjoy outdoor activities rain or shine and furthermore they will lift your mood!

—Reported by *Mark Minai*

Mark Minai resides in Japan and writes articles and books on cultural trends and fashion issues.

Beauty Guide

Indicated prices are basic haircut price for hair salons and recommended treatment price for spas

Coupon available at **www.chopsticksny.com**

HAIR SALON

Upper West — Hoshi Coupe III
2801 Broadway (at 108th St.) | 212-663-0480 | F $40- M $40-

Upper East — Giovanni-Sacchi

Giovanni-Sacchi offers uptown service in a downtown ambiance and caters to a wide range of clientèles. Staffed with American and Japanese stylists they specialize in cut, coloring, conditioning, Japanese straight perm as well as styling for all types of occasions.
1364 Lexington Ave (bet. 90th St. & 91st St.) | 212-860-5557 | www.giovannisacchi.com | F $50- M $30-

Upper East — Michi
208 E. 60th St. (bet. 2nd & 3rd Ave.) | 212-752-9223 | F $75- M $50-

Upper East — Midama Salon-Gallery
545 8th Ave. (bet. 37th & 38th St.) | 917-432-2867 | F 100- M 100-

Upper East — Tomoko Shima Hair Salon

A comfortable and private atmosphere in the Upper East. Their stylists are highly reputable for high techniques and extensive knowledge to treat any hair types as well as Japanese Straightening Perms. Wedding hair & make-up service also available.
171 E. 82nd St. (bet. 3rd & Lexington Ave.) | 212-722-4828 | www.tomokoshima.com | F $60- M $55-

Midtown West — Mingle New York
10 W. 55th St. 2nd Fl. (bet. 5th & 6th Ave.) | 212-459-3320 | F $80- M $70-

Midtown West — Mitzu
57 W. 57th St. #1204 (at 6th Ave.) | 212-757-5360 | F $145 M $115

Midtown West — SALON VIJIN

From fabulous cuts to spectacular esthetic straight perms and color rings, Salon Vijin leads the way in hair styling and care for the future. Weekdays 10am-7pm, weekend 10am-6pm. Appointment recommended.
10 Rockefeller Plaza, Concourse Level | 212-664-0664 | www.salonvijin.com | F $84 M $57

Midtown East — Eiji International
601 Madison Ave. 5th Fl. (bet. 57th & 58th St.) | 212-838-3454 | F $125- M $80-

Midtown East — Hair Mates Midtown
114 E. 40th St. (bet. Park & Lexington Ave.) | 212-986-2530 | F $60 M $55

Midtown East — Hisako Salon
141 E. 47th St. 2nd Fl. (Lexington & 3rd Ave.) | 212-754-7640 | F $80- M $45-

Midtown East — Manish
231 E. 53rd St. (bet. 2nd & 3rd Ave.) | 212-755-2623 | F $45- M $35-

Midtown East — Momotaro
22 E. 49th St. 2Fl. (bet. Madison & 5th Ave.) | 212-759-2382 | F $70- M $80-

Midtown East — RH Plus Salon
RH+
Try the newest perm technology from Japan. Digital Hot Wave! The combination of digital perm and Japanese straightening perm creates a beautiful style by integrating straight hair with waves. We now offer Brazilian Keratin Treatment by popular demand.
505 3rd Ave. 2nd Fl. (bet. 45th & 50th St.) | 212-644-1055 | www.rhplusny.com | F $60- M $50

Midtown East — Salon Ishi
70 E. 55th St. (bet. Park and Madison Ave.) | 212-888-4744 | F $67- M $71

Midtown East — Shige Kosuda
141 E. 55th St. (bet. 3rd & Lexington Ave.) | 212-759-2397 | F $80 M $50

Midtown East — Wave 55
1059 2nd Ave. (bet. 55th & 56th St.) | 212-355-7359 | F $60- M $45-

Chelsea — Cowlicks Japan
137 W. 19th St. (bet. 6th & 7th Ave.) | 212-367-2123 | F $80- M $55

Chelsea — Hisako Salon
183 7th Ave. (bet. 20th & 21St.) | 212-965-2233 | F $53- M $40-

Chelsea — Hoshi Coupe I
256 W. 19th St. (bet. 7th & 8th Ave.) | 212-255-0770 | F $50- M $50

Chelsea — KIWA Salon
234 W. 27th St. (bet. 7th & 8th Ave.) | 212-620-3848 | F $55 M $55

Gramercy — Hayato New York
125 E. 23rd St. 2nd Fl. (Park & Lex Ave.) | 212-473-7373 | F $80- M $80-

West Village — Hair Mode
478 6th Ave. (bet. 11th & 12th St.) | 646-391-8124 | F $50 M $50

West Village — SEI-TOMOKO
142 W. 4th St. (Washington Sq. Pk & 5th Ave.) | 212-477-5475 | F $35- M $35-

West Village — YUI Salon

YUI Salon features the latest stylists from NY Fashion Week Fall/Winter 2009 Collection and Spring/Summer 2010. Our friendly staff revives your hair and skin shes up in a natural full style. Cut, color, Japanese straight perm and head spa are always popular.
323 W. 11th St. (Greenwich & Washington) | 212-647-9303 | www.yuisalon.com | F $70- M $80-

East Village — 009
319 E. 9th St. (bet. 1st & 2nd Ave.) | 212-777-2020 | F $80 M $50

East Village — Ampersand
242 E. 4th St. (bet. Ave. A & B) | 212-228-3450 | F $60 M $50

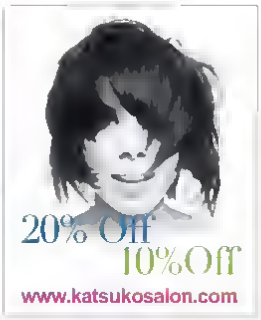
East Village — Olala
149 Avenue A (bet. 9th & 10th St.) | 212-777-5252 | F $50- M $45-

East Village — Hair Gate
329 Bowery (bet. 2nd & 3rd St.) | 212-228-8381 | F $50- M $45

East Village — Hair Mates Downtown
13 3rd Ave. (bet. 7th & St. Marks Pl.) | 212-777-4612 | F $40- M $35-

East Village — Hoshi Coupe II
214 E. 9th St. (bet. 2nd & 3rd Ave.) | 212-505-0383 | F $45- M $40

East Village — i Salon
150 E. 14th St. (bet. 3rd & 4th Ave.) | 212-505-0537 | F $40- M $35



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Please visit us at http://cowlicksjapan.com for more information

East Village — K2 Salon
219 E 10th St (bet. 1st & 2nd Ave.) — F $55- M $50-
212-260-5138

East Village — Lotus Salon on Ave. A
31 Ave A (bet. 2nd 3rd St.) — F $70 M $55
212-475-2749

East Village — Pirkn Salnn
239 E 4th St. (bet. Ave A & B) — F $60 M $50
212-673-6209

East Village — O Hair
18 Bleecker St (bet. Mott & Elizabeth St.) — F $94 M $94
212-614-0729

East Village — Redge Salnn
253 E. 10th St. (bet. Ave A & 1st Ave.) — F $50- M $45-
212 777-3343

East Village — SEI-TOMOKO
240 E 13th St (bet. 2nd & 3rd Ave.) — F $35- M $35-
212-533-5513

East Village — SEI-TOMOKO 02
125 E 4th St (bet. 1st & 2nd Ave.) — F $35- M $35-
212-473-3320

East Village — Shizen
627 E 6th St. (bet Ave B & C) — F $55 M $45
212-777-2128

East Village — Tnknmichi Hair
35 Great Jones St 7th Fl (Lafayette & Bway) — F $100- M $95-
212-420-7979

East Village — Upon Salne
406 E 9th St (bet. 1st Ave. and Ave. A) — F $50- M $60-
212-505-7773

East Village — Yo-C Salon

The owner stylist Yosh unites funky & edgy styles of Tokyo elegance of Paris and aggressiveness of NY styles and highlights individual customer's personality. A comb nation of Japanese Straight Perm and cut is $300 & up. Student discount available
225 E. 9th St (bet. 2nd & 3rd Ave.) — F $75 M $75
212-529-0355 www.yo-csalon.com

Lower Mhn — Hoshi Coupn Snlo
133 Prince St. (bet Sullivan St. and 6th Ave.) — F $70- M $70-
212-255-0770

Lower Mhn — Lotus Salnn North Monre
34 North Moore St. (bet. Hudson & Varick St.) — F $100 M $90
212-219-3528

Lower Mhn — Lotus Salne Prece St.
7 Prince St. (bet. Elizabeth & Bowery St.) — F $90 M $75
212-219-3283

Lower Mhn — Lotus Salon Reade St
141 Reade St. (bet. Hudson & Greenwich St.) — F $100 M $70
212-608-7788

Lower Mhn — Salon Musn

Mastermin nded by the owner and a veteran stylist Bushi Yoshimura, Salon Musa has finally opened its door in Soho New York. The salon offers pleasion of all Japanese style cutting techniques as well as color and perm treatments in a relaxing atmosphere
156 Sullivan St. (bet W. Houston & Prince St) — F $75- M $80-
646-484-6033 http://salonmusa.com

Brooklyn — Commune Salon & Gift

Commune is a hair salon and a gift boutique located in Williamsburg. We provide gentle hair services including quality Japanese treatments and low-chem cal processes. Our boutique sect on offers a collection of creative jewelry and accessor as
191 Grand St. (bet. Driggs & Bedford Ave.) — F $60 M $50
718-384-7412 www.communesalon.com

Lower Mhn — Uenn Salnn
213 Mulberry St. (bet. Prince and Spring St.) — F $65- M $60-
212-343-2233

Long Island — LI Weve
18 Haven Ave. Port Washington NY 11050 — F $40 M $30
516-883-3040

Westchester — Akane Salnn
7 E. Hartsdale Ave. Hartsdale, NY 10530 — F $55- M $45-
914-948-0216

Westchester — Hair Studio NAKA
257 Halstead Ave. Harrison, NY 10528 — F $50- M $50-
914-835-0045

Westchester — Hiro's Hair Salon
93 Purchase St. Rye, NY 10580 — F $60 M $50
914-921-3333

Westchester — Momotaro
2 Spencer Pl. 2nd Fl. Scarsdale, NY 10583 — F $60- M $50-
914-472-8497

Westchester — Salon Shin
731 White Plains Rd. Scarsdale, NY 10583 — F $50- M $45-
914-472-3317

Westchester — Salon Susao
13 E. Hartsdale Ave. Hartsdale, NY 10530 — F $40 M $30
914-946-7475

New Jersey — Akane Salnn
2024 Center Ave. Fort Lee, NJ 07024 — F $40- M $30-
201-461-3644

New Jersey — Katsuko Salon
2035 Lemoine Ave. 1F Fort Lee, NJ 07024 — F $60 M $40
201-585-9696

New Jersey — Michi
595 River Rd. Edgewater, NJ 07020 — F $50- M $40-
201-941-1983

New Jersey — Salon Tomo
1617 Parker Ave. Fort Lee, NJ 07024 — F $50 M $45
201-346-0501

New Jersey — Tosh Hair Supreme
1550 Lemoine Ave. Fort Lee, NJ 07024 — F $45- M $40
201-461-5642

SPA

Upper East — Tsunami Day Spa
208 E. 60th St. 2Fl (bet 2nd & 3rd Ave) — $50
212-621-5698

Midtown West — Excy Laser Hair Removal

We are committed to providing the finest service at the lowest price possible. Our latest equipment, Cynosure's Elite Aesthetic Workstation, permits you safe and satisfying laser hair removal regardless of your skin color or skin type. Free consultations available
147 W. 35th St. (bet. Broadway & 7th Ave.) — Upper Lip $50
212-695-1888 www.excylaser.com

Midtown West — Nihon Ony Spa
15 W 44th St 10th Fl (bet 5th & 6th Ave.) — $40-
212 575-7692

Midtown West — SHIZUKA new york
2 W 51st St. 5th Fl (bet. 5th & 6th Ave.) — Skincare
212-644-7400

Midtown East — Lavender Laser Cosmetics
18 E. 41st St (bet. Madison & 5th Ave.) — Facial $45/hr
212-683-0041

Midtown East — MOONFLOWER SPA
6 E 41st St 3rd Fl (bet. Madison & 5th Ave.) — $75 /60min
212-683-8729

Koiea Town — Aura Wellness Spa
49 W. 32nd St. (bet. Broadway & 5th Ave.) — $70-
212-695-9559

Chelsea — Fabylous Living
145 W. 28th St. 9th Fl (bet. 6th & 7th Ave.) — Colonic $100
212-279-0558

Chelsea — Mist Beauty
145 W. 28th St. 5th Fl (bet. 6th & 7th Ave.) — Facial $45 & up
212-643-3447

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19 W. 21st St. #304 (bet. 5th & 6th Ave.) — 15min/ $50-
917-210-4366 www.electrolysisny.com

Chelsea — Supplin Spa

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55 W 19th St. 2nd Fl (bet. 5th & 6th Ave.) — $65/1h
212-929-5940 www.supplespa.com

East Village — TAMAGO Skincare
236 E. 19th St (bet. 2nd & 3rd Ave.) — $40/h
212 505-1595

Lower Mhn — Corina Beauty Centar
121 Baxter St (bet. Canal & Hester St.) — $45/h
212 941-7118

Lower Mhn — Facial Spa
170-172 Canal St. #303 (Mott & Elizabeth St.) — Facial $36/45min
212-925-5114

Lower Mhn — KSS Beauty Spa
187 Centre St (bet. Canal & Hester St.) — Facial $40
212-966-9531

Lower Mhn — NY Chinatown Nutrition Ctr
3 E. Broadway #301 (at Cather ne St.) — Weight loss
917-822-0310

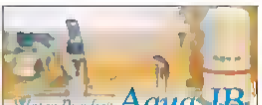
Lower Mhn — Spring Thyme Wellness
75 Nassau St (bet. Fulton & John St.) — $40-
212-385-4973

Queens — este de dnronko
119-49 Union Tpk. Forest Hills, NY 11375 — Whitening $60
917 886-4004

Queens — Spa Castle
131 10 13 1st St (at 11th Ave.) — $35
718-939-8300

Westchester — este de dnronko
21 Lake St. White Plains, NY 10603 — Lift up $60
917 886-4004

New Jersey — King SPA Saunn
321 Commerce Dr. Ave. Palisades Park, NJ — $35
201 947 9955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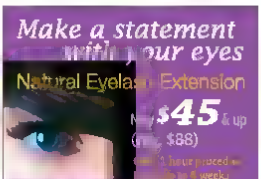
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JAPAN POP QUIZ
What is the name of the longest river in Japan?
1. Tone River
2. Sumida River
3. Shinano River
4. Yodo River

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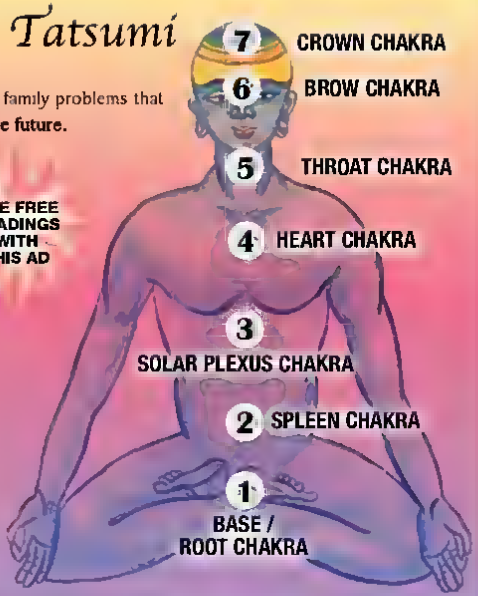

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Coming Up! CHOPSTICKS NY

August Issue (Published on 7/30/2010)

Japanese
Beauty & Health

The August issue of Chopsticks NY® will focus on Japanese beauty health, diet and fashion products as well as services available in New York. This exclusive article will also report the latest on male fashion trends in Japan with expansive lines of products for hair and skin care. In addition, it will include a list of special discounts for students, friends couples and more.

For ad inquiry, please call **212-431-9970 ext. 130 or 102,**
or email us at **omori@trendpot.com** or **yuiwasaki@trendpot.com**

[Deadline] Editorial Ad: 06/30/10 (Wed)
General Display Ad: 07/15/10 (Thu)

Health Guide

Indicated prices are recommend [illegible] pr ce
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501 Sem nary Row (at Amsterdam Ave) 212-678-4251 http://web.me.com/yukikokeneoly/Shiatsu_... | $75 /60 m n

Upper East — Tsunami

208 E 60th St 2F (bet 2nd & 3rd Ave) 212-826-5868 | $90/h

Mrdtown West — Osaka Health Spa 46

37 W 46th St (bet 5th & 6th Ave) 212-575-1303 | $100/h

Midtown West — Osaka Health Spa 56

50 W 56th St #2A (bet 5th & 6th Ave) 212-956-3422 | $120/h

Mrdtown West — Salon da Tokyo

200 W 57th St #1300 (at 7th Ave) 212-957-2187 | $70 /60min

Midtown East — Doin Holistic Center

211 E 43rd St (bet. 2nd & 3rd Ave) 212-697-9114 | Seitai Shiatsu

Mrdtown East — Ease Salon

15 E 41st St #28 (bet 5th and Madison Ave) 212-661-5151 | $40 /25min

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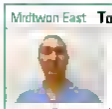

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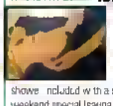
18 E 41st St 1st Fl (bet 5th & Madison Ave) 212-683-0041 | $70 /30 m n

Midtown East — IDD HOLISTIC CENTER



rDo Holist c Center offers sh atsu massage — traditional Japanese acupressure massage that w-ll relieve you of phys cal pa n and stress 20 m n dry sauna and s howe nclu.ded w th a sh atsu m ssage Twin-fne-me weekend special (sauna & shiatsu) is $105

9 E 45th St 8th Fl (bet Madison & 5th Ave) 212-695-5300 www.idocenter.com | $80 /60m n

Midtown East — Kenkndn Inc

211 E 53rd St (bet 2nd & 3rd Ave) 212 980-0088 | $80 /60m n

Mrdtown East — Prlai Thai Massage

211 E 43rd St (bet. 2nd & 3rd Ave) 347-606-4896 | $100 /60m n

Chelsea — Cowlicks Japan

137 W 19th St. (bet 6th & 7th Ave) 212-367-2123 | $40/ 30m n

Chelsea — DHASHI INSTITUTE

147 W 25th St 6th Fl (bet 6th & 7th Ave) 800-810-4150 | $45-65 /60min

East Village — Kaisy

229 E 9th St 2nd Fl (bet 2nd & 3rd Ave) 212-253-8171 | $45 /60m n

Lower Mhn — Health Trail CD.

23 Pell St 2nd Fl (bet Mott & Bowery St) 212-608-2212 | $40 /50m n

Lower Mhn — Howard's Beauty Salon

34 Howard St 2nd Fl (Broadway & Crosby) | $50/h

ACUPUNCTURE

Upper West — Dr. Hong

4187 Broadway (bet 179th & 177th St) 646-233-3322 | $60 /30m n

Upper East — Herbal Fairy Spa

225 E 60th St #7 (bet 2nd & 3rd Ave) 212-268-3888 | $80 /60min

Midtown West — Eileen Chen

113 W 57th St. Suite 511 (6th & 7th Ave) 212-974-2880 | $100/h

Midtown West — Nihon Medical Group

15 W 44th St 10th Fl (bet. 5th & 6th Ave.) 212-575-0910 | $90

Midtown West — NY Acupanctura & Herb

250 W 57th St #1330 (at Broadway) 212-262 3636 | $100 /v sit

Midtown West — Risako Blonstein

130 W 42nd St #511 (bet 6th Ave & Bway) 516-457 0858 | $65/ v s t

Mrdtown East — Yamaguchi Acupuncture

One of the most distinguished acupuncturist with over 30 years of experience licensed m NY, CA and Japan, specializes in pa n management sports njury nfertil ty allergy asthma and digest-ve problems Little to no pain with Japanese technique

151 W 54th St #21 (bet 6th & 7th Ave) 212-245-7588 www.yamaguchiacupuncture.com | Acupun -cture

Midtown East — 41st Street HealthCare

18 E 41st St. (bet 5th & Madison Ave) 212-683-0041 | $80/ 120m n

Midtown East — Acumad Center

150 E 58th St #1C (bet 3rd & Lexington Ave) 212-888-8877 | $80/ 60m n

Midtown East — Amy Natore Center

137 E 47th St. (bet 3rd & Lexington Ave) 212-317 2720 | $80/ v s t

Midtown East — Chun Yuan Li

141 E 55th St #3D (bet Lex & 3rd Ave) 212-750-8384 | $80/ v sit

Chelsea — Love & Compassion

414 W 21st St. 7th Fl (bet. 5th & 6th Ave) 212-242-9701 | $140 /2h

Chelsea — SuHa Natural Health

1 Un on Sq W #715, (at E 14th St.) 212-531-6281 | $80/ v is t

Queens — Chin Kni

133-47 Senford Ave #1G Flush ng NY 11355 718-961 7222 | $80 /45m n

Long Island — Kimura Acapanctare

516 Lakev lle Rd New Hyde Park NY 11040 516-775-0778 | $60/acu $40/ther

DOCTOR

Upper East — Dr. Jafian Asfour

654 Madison Ave #304 (bet. 60th & 61st St.) 212-421-4485 | Dent st

Upper East — Fay M. Ohsumi MD

117-119 E 64th St #1B (Lex & Park Ave) 212-988-6121 | Inter -nist

Midtown West — Anshin Medical Health

36 W 44th St #303 (bet 5th & 6th Ave) 212-730-9010 | General Clin c

Midtown West — Dr. Grace E. Jeon, D.D.S

Un versity of M ch gan alumna Dr Jeon specializes in cosmetic dentistry including in-office whiten ng Invisalign and veneers The best course of treatment is determined after a thorough observation and consultat on provid ng personal care to each patient

45 Rockefeller Plaza #1818 (bet 50th & 51st St) 212 247 3421 drgracejeon@hotmail com | Dentist

Midtown West — Luis Fujimoto DDS

250 W 57th St #2212 (bet. Bway & 8th Ave) 212-315-3136 | Dentist

Midtown West — M. Sonoda MD

200 W 57th St #505 (at 7th Ave) 212-977 0787 | OBGYN

Midtown West — Nihon Medical Group

15 W 44th St 10th Fl (5th & 6th Ave.) 212-575-0910 | General Clin c

Midtown East — Fuje Shimakage LAc

18 E 41st St (bet Madison & 5th Ave) 212-683-0041 | General Clin c

Midtown East — Haruyo Fujiwaki PhD

3 E 60th St (bet. 5th & Madison Ave) 212 288-2527 | Psych- ologist

Midtown East — Hiroshi Kimura

30 Central Pk S 3D (bet. 5th & 6th Ave) 212-486-1121 | Dentist

Mrdtown East — IDD HOLISTIC CENTER

rDo Holist c Center specializes m "kampo" Eastern herbal medicine and provides treatments for physical and psychological problems un que to females (PMS menopause) m grimes allergy and constipation A 30-min consultation is $20 (reg $80) for new patients

9 E 45th St 8th Fl (bet Madison & 5th Ave) 212-599-5300 www herbjapan com | Herbal Medicine

Midtown East — Kyo Nakamura DDS

20 E 46th St #501 (bet Mad son & 5th Ave) 212-486 1121 | Dentist

Mrdtown East — Mitsugu Shimmyo

345 E 37th St #203 (bet 1st & 2nd) 212-867-5700 | Opto- metrist

Midtown East — Oversea Japanese Clinic

11 E 47th St 2nd Fl (bet Madison & 5th) 212 223-3777 | General Clin c

Midtown East — Yamagata Dental

230 Park Ave #525 (Bet. 45th & 46th St) 212-867-1199 | Dentist

Korea Town — Japanese Medical Practice

55 E 34th St 2nd Fl (bet. Park & Mad son) 212-686-2119 | General Clin c

Chelsea — Haruna Miyamoto SW

304 W 19th St #3C (bet. 8th & 9th Ave) 347-403-3508 | Social Worker

New Jersey — Edgewater Family Care

725 River Rd #202, Edgewater NJ 07020 201-343-4040 | General Clin c

New Jersey — Evergreen Pediatrics

1355 15th St #190 Fort Lee NJ 07024 201 224-3344 | Pedia trics

New Jersey — Japanese Woman's Center

670 Palisade Ave 3rd Fl Teaneck, NJ 07666 201 747 2264 | OBGYN

New Jersey — New Jersey Clinic

2231 Lemoine Ave Fort Lee NJ 07024 201-944-1009 | General Clin c

New Jersey — Otsaka Shika

1617 Park Ave Fort Lee NJ 07024 201-461-0130 | Dentist

New Jersey — Ovarsea Japanese NJ

47-49 Halstead Ave #101 Harrison NY 10528 914-381-8668 | General Clinic

FOCUS ★ CULTURE

BRINGING YOUR INNER POET FORWARD WITH "GOGYOHKA"

Guided by the sun
in a Japanese garden
I met a master of poetry
Who taught me
to be free

I did it! My first five-line poem and probably not the last one!

This year's Cherry Blossom Festival saw a cultural event that a member of the audience qualifies as "even more beautiful than the flowers": Gogyokha poetry.

Poetry is an art form deeply intricated with the History, culture and psyche of a Nation. As a way to vehicle old tales and take a snapshot of an era, traditional poetry has been over-protected and believed as immutable. This is the case in most ancient cultures and all the more so in Japan. When in 1957, student Enta Kusakabe decides to shake the rules of 1400 years of traditional short poetry (like *Haiku*, *Tanka* etc...) needless to say that his mission was not highly regarded by his peers. It took him over 40 years and the encouragement of his few readers to pursue his goal, break the constraint of the 5-7-5-7-7 syllable rule and open the freedom of writing to anyone.

Gogyohka can be translated literally as "five line poem", but beyond the short poem form, it is a way to refocus the writer on its self, allowing him to use his pen as an open vehicle to the heart. "When I write five-line verse, I am able to gather together my thoughts on matters that are occupying my interest at the time. This process allows me to observe myself" explains Mr. Kusakabe. Amateurs and trained poets alike enjoy the freedom of writing without the rigidity of a pre-established rhythm and patterns. It becomes a natural way of expressing yourself. The music of each poem follows the breath in an instinctive flow, where inspiration and respiration often merge. There is no need to cut or redirect your innate breathing to mark the end of a sentence. Each verse ideally follows the path of a natural sentence written in an everyday language.

The beauty of Gogyohka resides in its pure simplicity and is fully supported by its "short" structure. Writing only (or as many!) as five lines calls for clarity in thoughts and a deep reflexion on the axis you wish to express. "Once you are aware of what is most important to you, you are able to build your own system of values in relation to it" says Enta Kusakabe. In our modern societies, focusing the mind on the single topic at a given moment represents a challenge in itself! Five-line poetry offers this lost opportunity to pause in our hectic lives and recenter on what really matters and benefit to your self.

This new way of thinking has gathered the interest of more than 4,000 people across the World, in addition to more than a half million people in Japan who are now writing Gogyohka. Since 2008, The American Chapter of Gogyohka Society led by Elizabeth Phaire, Joseph Gesick and Linda Voss, has established an online community called "Gogyohka Junction" where anyone can contribute and post their own short poems. This is an unprecented opportunity to unveil the masterpiece which has been laying in your head so I will lead the way.

Sole commander of my ship
with the flow
I go
and the pen
is my alter-ego

—— Reported by *Ruth Berdah-Canet*

Gogyohka Junction
As the American Chapter of Gogyohka Society, they hold various events like workshops, readings, and events. For upcoming events, go to their website: www.gogyohka.ning.com

1 & 2 Poet Enta Kusakabe encourages the crowd to open their heart and express their inner feelings through five line poetry
3 Mr. Kusakabe has published a Gogyohka poetry book in English for his international audience

School Guide

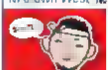
The following is a list of schools where you can learn Japanese culture

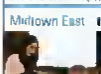
Coupon available at www.chopsticksny.com

LANGUAGE

Upper East — Japanese Study Hall NY — Japanese
510 E 86th St (bet 1st & York Ave) 917-807-2017

Midtown West — Hills Learning Center — Japanese
340 1st Ave 17th Fl (bet 41st & 42nd St) 646-340-4977

Midtown West — New York Japanese Language School — Japanese

A native Japanese speaker who is also a Hippo magazine writer offers classes in midtown and downtown. Lessons are available in small groups private and Skype...1st class is free. You can also take private lessons in Flushing and Mitsuwa Market Place
257 W 38th St 14th Fl (bet 7th & 8th Ave) 646-345-9777 http://ny-japanese.com/

Midtown East — ibec language institute, inc — Japanese

Basic Level Courses (12weeks) start on 06/09 (Wed) 5:50pm-7:20pm and 09/12 (Sat) 9am 10:30am. The ibec method focuses on developing listening and speaking skills to provide the foundation for holding a conversation in Japanese. See website for more details
309 Lexington Ave #300 (bet. 40th & 41st St) 212-867-2000 www.ibec-nae.com

Midtown East — Japan Society — Japanese
333 E 47th St (bet 1st & 2nd Ave) 212-832-1155

Midtown East — Language House — Japanese

We provide specialized lessons to Japanese language learners in Midtown and offer 12 level courses (5-6 students) in 3 semesters. private lessons and corporate programs. All instructors are certified native Japanese speaker s with Master's in Language Ed
545 F 5th Ave #310 (at 45th St) 212-949-5455 www.languagehouse-nyc.com

Midtown East — PC Tech — Japanese
317 Madison Ave #900 (at 42nd St) 212-808-4754

East Village — NYCNDA — Japanese

Providing immersion into the Japanese language and culture for children ages 0-5 years in a fun environment. These activities include play music songs crafts games and story time. Visit their website for full details and additional programs! Daycare ages 3-5years
315 E 5th St #1H (bet 1st & 2nd Ave) 646 334-7426 www.nycnda.com

New Jersey — Japanese-American Society of New Jersey — Japanese

The language programs is taught by highly trained instructors who qualified through their special certification program. Group and individual lessons are available on and off the premises as well as via Skype
304 Main St 2nd Floor Fort Lee, NJ 07024 201-461-5133 www.jasnjny.com

Chelsea — Tanri — Japanese
43A W 13th St (bet 5th & 6th Ave) 212-645-2600

Westchester — Int'l Lifelong Education — Japanese
81 Montgomery Ave 2nd Fl Scarsdale NY 914-723-7600

TRADITIONAL

Upper West — Ikanubo Ikabanu School — Ikebana
30 W 60th St 0K (Colnmbus & Broadway) 212 757 6746

Upper West — Satko Shodo — Calligraphy

Private shodo lessons by an instructor with 30 years of shodo practice and an 8th dan the highest shodo degree. Lessons can be arranged on Tue Thu Sat and Sun. Monthly Bokuga (ink painting) meetings are also held. Email sekkyo5102009@gmail.com for more detail
315 W 61st St @ West End Ave 212-247-2589 www.seikyohodou.com

Upper West — Sogetsu Ikabanu School — Ikebana
201 W 70th St (at Amsterdam Ave) 212 873-5115

Midtown West — Ellie's NY Floral Design — Ikebana
15 W 44th St 11th Fl (bet. 5th & 6th St.) 212-661-3694

Midtown West — N.Y. Togei Kyoshitsu — Pottery

NY Togei Kyoshitsu has been offering Japanese ceramic classes for beginners to advanced students since 1994. We teach traditional art stines aesthetics and functionality of toge. 2.5 hour trial class is $35. Unlimited studio use for open studio members
5 W. 30th St. 3rd Fl (bet. B way & 5th Ave.) 212-268-1711 www.nytogei.com

Midtown East — Lotus Books and Gifts — Ikebana
151 E 57th St 3rd Fl (bet Lex & 3rd Ave) 212-744-5123

Chelsea — The Dhushi Institute — Shiatsu
147 W 25th St 6th Fl (6th & 7th Ave) 800-810-4190

West Village — Kaho School of Semi-E — Calligraphy
64 MacDougal St (at W Houston St.) 212-673-5190

Lower Mhn — Ikebana Flowers New York — Ikebana
173 Lafayette St, #207 (Broome & Grand St) 212-255-5768

Lower Mhn — Kimiayn Kutsdo — Dance
228 Boulevard Glen Rock, NJ 07452 201-444-0511

Lower Mhn — The Kimono House — Kimono
142 Spring St (at Thompson St) 212-505-0232

Queens — Nosho kai Ryukyu Dance School — Dance

The school offers Okinawan dance and singing classes in both traditional and folk styles. Singing lessons are taught using Sanshin a traditional Okinawan 3-stringed lute. Lessons are held at a studio in NYC. Contact Junko Fisher for a free trial lesson
242-17A Oak Park Dr Douglaston NY 11362 718-631-2637 www.Jnnkofisher.com

MARTIAL ARTS

Upper West — Aikido Up Huru — Aikido
3 Henshaw St (Riverside Dr & Dyckman) 646-483-6700

Upper West — Kokushi Budo Institute — Judo
332 Riverside Dr (bet 105th & 106th St.) 212-866-6777

Upper West — Shurinryu Matsubayashi — Karate
131 W72 St 2fl (bet Amsterdam & Colnmbus) 212-875-8626

Upper West — Shotokan Karate-Do NY — Karate
2121 Broadway 4th Fl (at 74th St) 212-799-5500

Upper West — UWS Kanshikan Karate — Karate
926 Colnmbus Ave (bet 105th & 106th St) 917-291-0467

Upper East — Aikido Shoho Dojo — Aikido
350 E 92nd St (at 1st Ave) 646-509-9212

Upper East — Kaizen Karate Dojo — Karate
1786 3rd Ave (at 96th St) 212-828-5078

Midtown West — New York Budokai — Iaido

Iaido is the art of drawing the sword. Sturdy swordsmanship at a prestigious school in NY. They practice Muso Shinden Ryu and Ryushin Jigen Ryu under Soke Kunikazu Yaegashi Sensei. Tue & Thu 7pm-9pm. Free introductory classes available
520 8th Ave 16th Fl (bet 38th & 37th St) 917-821-1450 www.newyorkbudokai.net

Midtown West — Shinjinbukan Shorin Ryū — Karate

Traditional Okinawan Karate — The Shinjinbukan School was founded by Onaga Yoshimitsu Kancho in Okinawa Japan. The New York Branch is a private Dojo offering classes to a selected group of students of all ages. For an appointment contact Sensei Jimmy Mora
939 9th Ave #307 (bet. 55th & 56th St.) 917-400-3183 www.shinjinbukan.com

Midtown East — Kunshikukun Karate — Karate
YMCA, 224 E 47 St (bet 2nd & 3rd Ave) 212-756-9500

Midtown East — KYOKUSHIN KAKATE RY Branch — Karate
* State of the Art Facility Now Open on Mad son Ave
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265 Mad son Ave 5th Fl (at 39th St.) 212-947-3334 www.kkny.net

Midtown East — N.Y Shorin Ryu Karate — Karate
131 West 26th St 9th Fl 212-490-9500

Chelsea — Eizanryu Jujitsu Biwaku — Jiu Jitsu
214 W 29th St 3rd Fl (bet 7th & 8th Ave) 212-760-0927

Chelsea — New York Aikikai — Aikido
142 W 18th St 2nd Fl (bet 6th & 7th Ave) 212-242-5246

Chelsea — Shin Budo Kai Aikido — Aikido
77 8th Ave Lower Level (at 14th St) 212-691-1378

Chelsea — Shotnjn Kempo NYC Branch — Karate
151 W 26 St 6Fl (bet 6th & 7th Ave) 917 721-9723

Chelsea — World Oyamu Karatu — Karate
35 W 31st St 6Fl (bet 5th Ave & Broadway) 212-629-7706

East Village — Karate Honmu Dojo — Karate
58 E 11th St 5th Fl (Univers ty Pl & B way) 212-505-3656

East Village — New York Jiu Jitsu — Jiu Jitsu
685 Broadway Lower Level (at Bond St.) 212-343-4310

Lower Mhn — Kun Zen Institute — Kendo
54 Thomas St (bet Church & W Broadway) 212-406-9104

Brooklyn — Aikido of Park Slope — Aikido
555 5th Ave. (at 15th St) 718-768-5332

Brooklyn — Japan Karate Assoc — Karate
585 F fth Avenue (at 19th Street) 718-768-9345

Queens — School of Tujatsu — Mix
475 Onderdonk Ave,Ridgewood NY 11385 917-449-7035

Long Island — NY San Tan Karate — Karate
1370A Majors Path Southampton NY 11968 516-903-1446

Staten Island — Judo & Jujitsu Dojo — Judo
2802 Amboy Rd Staten Island, NY 10306 718-619-0150

New Jersey — KYOKUSHIN KARATE NJ Branch — Karate
300 Old River Rd Edgewater, NJ 07020 212-947-3334

New Jersey — Ridgewood Karate School — Karate
30 Cottage Pl, Ridgewood NJ 07450 201-447-9272

New Jersey — Yoshitsune Jojutsu Kai — Jujutsu & Iaido

A Japanese Martial Arts School that trains in Hakka Ryu Jujutsu and Ryushin Jigen Ryu Iai. Our goal is to help our members achieve excellence in technique character and confidence. Dress are affordable and no contracts. Free introductory class available
434 Broadway Bayonne, NJ 07002 201-725-9018 www.yoshitsune-jujutsu-kai.com

OTHER

Midtown West — Mud, Sweat & Tears — Pottery
654 10th Ave (at 46th St) 212-374-5121

Midtown West — The School for Strings — Music
419 W 54th St (bet 9th & 10th Ave) 212-315-0915

Midtown West — Toho Shoji N.Y. — Jewelry Making
950 6th Ave (bet 30th & 37th Ave) 212-868-7465

Midtown East — Lavendar Lasur Cosmetic — Other School
16 E 41 St 1Fl (bet 5th & Madison Ave) 212-490-0041

Midtown East — The DOJO — Training Studio
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265 Mad son Ave 5th Fl (at 39th St.) 212-947-3334 www.kkny.net

Chelsea — Sachyo Ito & Dance Co. — Dance
405 W 23rd St#4G (at 9th Ave) 212-627-0255

Brooklyn — forta>piano studio — Piano
www.akokosasaki.com/forta>piano.studio.htm 917-622-0305

Long Island — Japanese Cooking Studio — Cooking
Mamie@JapaneseCookingStudio.com 516-297-9761

SENSEI INTERVIEW, VOL.3

"BE FLEXIBLE AND EMBRACE LANGUAGE DIFFERENCES IN A PDSITIVE MANNER."

Yoko Sakurai (Language House)

How would you advise to people who are studying Japanese?

Japanese and English words cannot always be directly translated, and that is sometimes frustrating for the students. But this also means students can discover more than they expected. So, I encourage them to be flexible and embrace the differences.

How do you guide your students?

We try to make learning Japanese fun and exciting for the students. Everyone's purpose for learning Japanese is different, so we adjust our teaching methods and materials depending on individual learning styles and the purpose – for leisure or for business.

What are the unique ways to teach Japanese in your school?

All of the staff have master's degrees in teaching Japanese as a foreign language/pedagogy, so we can teach the language at a deeper level. We offer 12 different levels of classes here, including advanced classes on Japanese business and economy, as well as society and literature. Besides that, we have classes for high school students, and lessons for heritage learners who grew up speaking Japanese at home, and classes for the Japanese Language Proficiency Test.

What are difficulties students have to overcome?

Beginners often get frustrated after learning about 100 kanji characters. For more advanced students, their level of progress is not as rapid as beginners, so they can become discouraged. To help them face these difficulties, we encourage them to focus on what they have learned rather than what they don't know. We try to use materials that remind them what they have really achieved.

Language House
545 5th Ave., Suite 910 New York, NY 10017
TEL. 212-949-5455
info@languagehouse-nyc.com
www.languagehouse-nyc.com

SAKURAI-SENSEI'S MINI LESSON

"OKAGESAMA DE"

This can be translated as "thanks to you", and it implies that the other person did something for you. But in Japanese, the phrase can be expressed to anybody even if the person has not done anything good to you. The concept behind this is that Japanese believe people help each other somehow, sometime throughout life. "Okagesama de" represents this sensibility.

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Tel 212-949-5455

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2 Gunma
3 Chiba
4 Yokohama

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NJ 360 Old River Rd. 2nd Fl. Edgewater, NJ 07020
212.947.3334 / www.kkny.net

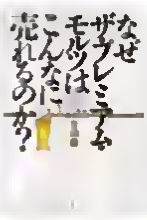
Japanese Book Ranking (data provided by Kinokuniya Bookstore)

BUSINESS BOOKS ARE COMING TO ROCK

HARDCOVER TOP 5 IN JAPAN (6/7-13)

Book title	Author	Publisher
1. Moshi Koukou-yakuu no Joshi Manager ga Drucker no "Management" o Yondara	*Natsumi Iwasaki*	Diamondosha
2. Taishibouker Tanita no Shain Shokudou	*Tanita*	Yamato Shobo
3. Naze Premium Malts wa Konnani Ureru no ka	*Osamu Katayama*	Shogakukan
4. Habakarinagara	*Tadamasa Goto*	Takarajimasha
5. Justice: What's the Right Thing to Do?	*Michael J. Sandel*	Hayakawa Shobo

THE MONTHLY PICK

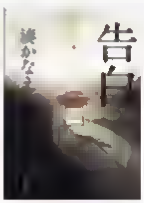


NAZE PREMIUM MALTS WA KONNANI URERU NO KA
The title means "Why do Premium Malts Beer sell so well?" It is the thorough report and study of Suntory that increased the sales of their premium beer "Premium Malts" 20 times more in five years under the deflation in Japan. It reveals the secret of Suntory's marketing and business strategies that turned their 45 years of deficit to surplus. (Rank #3)

PAPERBACK TOP 5 IN JAPAN (6/7-13)

Book title	Author	Publisher
1. Kokuhaku	*Kanae Minato*	Futabasha
2. Durarara x 8	*Ryogo Narita*	Ascii Media Works
3. Kyuuteki	*Yasuhide Saeki*	Shodensha
4. General Rouge no Densetsu	*Takeru Kaido*	Takarajimasha
5. Inshitemiru	*Honobu Yonezawa*	Bungeishunju

THE MONTHLY PICK



KOKUHAKU
This book keeps top rank for two months. It starts with a confession of a female teacher of middle school at her homeroom, "my daughter was murdered by students of this class." The perspective of the mystery changes from one to another, and the story unfolds with a Rashomon-like approach. The film based on this best-selling novel will be premiered at New York Asian Film Festival on July 1 and 4. (Rank #1)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

AUDITION by Ryu Murakami
It is the novel on which Takeshi Miike based his film and which has gained an almost cult following. Aoyama is a widower who has lived alone with his son. When he decides to remarry, a filmmaker friend proposes that he stages auditions to cast the perfect woman as his bride. A striking young ballerina, Asami, catches Aoyama's eye. Blinded by his infatuation, Aoyama discovers too late that she is a far cry from the innocent young woman he imagined her to be.

LOUPS-GAROUS by Natsuhiko Kyogoku
In the near future, humans communicate almost exclusively through online networks and monitors, and the surveillance state is nearly all-powerful. When a serial killer starts slaughtering junior high students, the crackdown is harsh. The killer's latest victim turns out to have been in contact with three young girls. As the girls get caught up trying to find the killer, who just might be a werewolf, a girl learns that there is much more to virtual reality than meets the eye.

Summer Reading for Self-Improvement!!

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P 212.869.1700
nyinfo@kinokuniya.com
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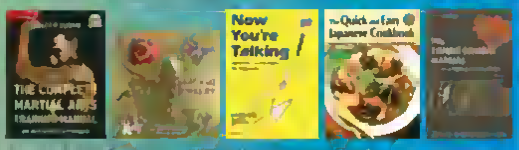

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constantly improving quality.

The detachable and washable stainless inner lid plays a huge role in making delicious gohan, as explained in this article.

A vacuum insulated inner pan distributes heat to the rice quickly without allowing it to escape outside. It also helps to keep the rice warm with less energy use.

Thanks to the inventive IH Pressure Rice Cooker, we can enjoy professional quality gohan at home every day.

Vol. 1 - MONO of the month

IH Pressure Rice Cooker by Zojirushi

It's well known that *gohan* (steamed rice) is Japan's staple diet, but it's hardly understood how much the Japanese are particular about the ways of making gohan. The perfectly cooked gohan glows like pearls and gives off an indescribably appetizing aroma, and just one bite of the fluffy gohan brings you bliss. The quality of the rice itself affects the quality of the gohan, but more importantly it is the way of cooking that determines the taste.

Today there are convenient rice cookers available, but before these were invented, people cooked rice in a pot. It actually requires a lot of care to prepare it this way. After washing the rice and letting it absorb enough water, put it in a pot on a high heat stove and wait until it boils. Once you hear the sound of boiling, wait about another 5 minutes and then reduce the heat a little bit to medium. Wait another 5-10 minutes, and then again reduce the heat to low this time. Wait about another 10 minutes, and remove it from the heat. But it's not done yet. You have to let it rest for around 10 minutes until the rice is set. You must not remove the lid during the entire process, as subtle timing and degrees of controlling the heat really affects the flavor. To do this right is a challenge that is hard to master, but the invention and development of rice cookers has greatly contributed to solving this problem.

About 40 years ago, Zojirushi, one of the leading quality kitchen appliance companies, brought the first electronic rice cooker to the market. Since then, it has constantly introduced new rice cookers which always go a step ahead of the times in contributing to consumers' improved lifestyles. The company established Zojirushi America in 1987, and now we can enjoy their rice cookers here in the U.S. as well. Their newest introduction is the Induction Heating (IH) Pressure Rice Cooker (NP-HTC 10/18). With induction heating technology, the cooking surface is heated instantly and completely with no warm-up time. The technology also provides for a consistent, regulated temperature throughout the entire cooking surface, preventing burning or under cooking. A specially designed lid for the product keeps the cooker airtight and sealed, which prevents the steam from escaping. As pressure builds inside while cooking, the boiling point of the water increases beyond the normal 212 degrees Fahrenheit. These higher temperatures can be reached thus penetrating everything in the cooker from the surface to its core. In addition, cooking rice at a higher temperature results in a change in the structure of the starch within each grain of rice, ultimately making the rice softer, easier to digest and even fluffier in taste.

This IH Pressure Rice Cooker is equipped to handle the full spectrum of rice varieties and preparations. Three pressure settings allow the unit to steam the rice to varying degrees of firmness, meaning you can produce the master chefs' flavors at home when cooking white rice, brown rice, rice for sushi, or even congee.

Zojirushi was established in 1918 as a producer of hand-blown vacuum bottles and has been a world leader in thermal products ever since. The Zojirushi line has been expanded to a wide range of stainless steel vacuum bottles, rice cookers, breadmakers, Air Pot® beverage dispensers and other kitchen products. Zojirushi America was incorporated in 1987 to handle products specifically developed for the U.S. market.

www.zojirushi.com / 1-800-733-6270

Shop Guide

The following is a list of shops where you can buy Japanese goods services and art

Coupon available at www.chopsticksny.com

FASHION

Upper West — Bit'z Kids — Clothing
410 Columbus Ave. (bet. 79th & 80th St.)
212-724-1415

Upper East — R by 45rpm — Clothing
17 E 71st St (bet Madison Ave and 5th Ave)
212-737-5545

Upper East — Seigo Accessories — Accessories
1242 Madison Ave (bet. 89th & 90th St.)
212-534-6275

Upper East — SEIGO NECKWEAR — Accessories
1248 Madison Ave (bet. 89th & 90th St.)
212-987-0131

Gramercy — Ripplu — Lingerie Shop

Japanese expert in body shaping undergarments with 20 years of experience. Specializes in custom-altered fits, from small 30A to full 40H, to enhance body shape. Three-step system gradually reshapes tissue through a sense of bras to increase lift naturally.

86 Madison Ave. (bet. 27th & 28th Sts.)
212-599-2223 www.ripplu.com
Lingerie Shop

East Village — ARGDSY — Clothing
426 E. 9th St (bet. 1st Ave. & Ave. A)
212-982-7918

East Village — Local Clothing — Clothing
328 E. 9th St (bet. 1st & 2nd Ave.)
212-777-3950

East Village — Tokio 7 — Clothing
53 E. 7th St (bet. 1st & 2nd Ave.)
212-353-8443

East Village — Tokyo Joe — Clothing
334 E. 11th St. (bet. 1st & 2nd Ave.)
212-473-0724

Lower Mhn — Arth — Accessories
75 W. Houston St. (Wooster & W. Broadway)
212-539-1431

Lower Mhn — Faciel Index — Eyewear
104 Grand St. (at Mercer St.)
646-613-1055

Lower Mhn — Jeeko Yoshioka — Clothing
560 Broadway 2 Fl (W Broadway & W Houston)
212-206-6302

Lower Mhn — Keon's Closet — Clothing
71 W. Houston St. (Wooster St. & W. Broadway)
212-387-7752

Lower Mhn — Madame Killer — Clothing
39F Broome St. (bet. Lafayette & Mulberry)
212-505-8382

Lower Mhn — Mieko Mintz — Clothing
86 Thompson St. (bet. Spring & Broom St.)
212-627-1524

Lower Mhn — Mike Ieatome — Clothing
93 Reade St. 2Fl (bet. W Broadway and Church)
212-966-7777

Lower Mhn — R by 45rpm — Clothing
105 Mercer St. (at Houston St.)
917-237-0045

Lower Mhn — UNIQLO — Clothing
546 Broadway (bet. Prince & Spring St.)
917-237-8800

Lower Mhn — Yamak — Clothing
321 1/2 Bleecker St. (Christopher & Grove)
212-807-9100

Lower Mhn — Yohji Yamamoto — Clothing
103 Grand St. (at Mercer St.)
212-966-9066

Online — TokyoNY — Accessories
info@tokyony.com
917-743-4767

J-POP CULTURE

Midtown West — Jim Henley's Universe — Manga
4 W. 33rd St. (bet. 5th Ave. & Broadway)
212-268-7088

Midtown West — Kinokuniya Bookstores — Book
1073 6th Ave. (bet. 40th & 41st St.)
212-869-1700

Midtown West — Midtown Comics — Anime
200 W. 40th St. (at 7th Ave.)
212-302-8192

Midtown East — Book Off — Manga
49 W. 45th St. (bet. 5th & 6th Ave.)
212-685-1410

Midtown East — Daiso — Video Rental
129 E. 47th St. (1st, Lexington & 3rd Ave.)
212-755-7390

Midtown East — Midtown Comics — Anime
405 Lexington Ave. (at 45th St.)
212-302-8192

Chelsea — Cosmic Comics — Manga
10 E. 23rd St. 2nd Fl. (at Madison Ave.)
212-460-5822

Chelsea — Image Anime — Anime
242 W. 30th St. (bet. 7th & 8th Ave.)
212-631-0666

West Village — AC Gears — Toy
69 E. 8th St. (at Mercer St.)
212-260-2259

East Village — Forbiddee Planet — Toy
840 Broadway (at 13th St.)
212-473-1576

East Village — Jes Mort — Video Rental
35 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-420-6370

East Village — Kim's Video St. Marks — Anime
124 1st Ave. (bet. 7th St. and St. Mark Pl.)
212-533-7360

East Village — St Marks Comics — Manga
11 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-598-9438

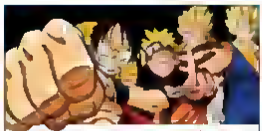
East Village — Seonse Mart — Video Rental
4 Stuyvesabt St. (bet. 3rd Ave. & 9th St.)
212-598-9040

East Village — Toy Tokyo — Toy
121 2nd Ave. 2nd Fl. (bet. 7th & St. Marks Pl.)
212-673-5424

East Village — Video Games New York — Toy
202 E. 5th St. (at 3rd Ave.)
212-533-1039

Lower Mhn — kidrobot — Toy
126 Prince St. (bet. Greene & Wooster)
212-966-6966

Lower Mhn — Seonse Mart, Soho — Video Rental
454 Broome St. (W. Broadway & Wooster)
212-219-0033



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Astoria, NY
www.japanblockfair.com
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www.ReniReni.com

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35-32 Union St, Flushing NY 11354
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Anime

Long Island **Anime Castle**
77 Searing Avenue Mineola NY 11501
516-214-4494
Anime

Upstate **Kinokuniya Bookstores**
3360 Palisades Center Dr West Nyack NY
845-353-6600
Book

TRADITIONAL

Upper East **Sora**
950 Lexington Ave (bet. 69th & 70th St.)
212-772-3243
Dishware

Midtown East **Japanese Culinary Center**
711 3rd Ave (at 45th St.)
212-661-3333
Dishware/ General

Midtown East **Katagiri & Co., Inc**
224 E 50th St. (bet 2nd & 3rd Ave.)
212-838-5453
Dishware

Midtown East **Lotus Books and Gifts**
151 E 57th St 3rd Fl (bet Lex & 3rd Ave)
212-855-0999
General

Midtown East **Minamoto**
608 Fifth Ave. (at 49th St.)
212-463-3747
Confectionery

Chelsea **KYOTOYA**
23 W 19th St (bet 5th & 6th Ave.)
212-414-0720
General

Chelsea **Po'An**
521 W 26th St (bet. 10th&11th St)
212-957-4499
Dishware

East Village **Makari**

Makari offers innovative and traditional museum quality antiques from Japan. We carry tableware, china, furniture, kimono, ornaments and art from Edo to Showa period as well as contemporary items. Like tea & sake cups, tenugui and more!
97 Third Ave. (bet. 12th & 13th St.)
212-995-5868 www.themakari.com
Antique/ General

Lower Manhattan **KITEYA SOHO**
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Kiteya means "please visit us" in the Kyoto dialect of Japanese. We offer a variety of products such as wrought iron decorations, kids cloth rug, washi papers and more. Luxury line of handbags and scarves made from traditional Yuzen dyed kimono cloth available.
464 Broome St. (bet. Mercer & Greene St.)
212-219-7505 www.kiteya.com
General

Lower Manhattan **The Kimono House**

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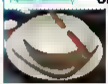
162 Spring St. (at Thompson St.)
212-505-0232 http://kimonohouse.blogspot.com
Kimono

Lower Manhattan **Korin**
57 Warren St. (bet. Church St. and W. B'way)
212-587-7021
Dishware

Lower Manhattan **Seasons**
115 Crosby St. (bet. Hudson & Prince St.)
212-226-0757
Furniture

Queens **Seito Trading**
52-15 11th St. Long Island City NY 11101
718-472-5413
Dishware

New Jersey **Mers New York**
595 River Rd. Edgewater NJ 07020
201-945-1134
General

Manhattan **Utsuwa-No-Yakata**

Art on plates is another aspect of enjoying a meal. Japanese tradition is to choose the right shape, size and colors of a plate to suit the food being served. Experience Japanese tableware at Utsuwa-No-Yakata, direct importer of Japanese potteries.
505 River Rd. Edgewater NJ 07020
201-941-1002 www.tokusa.com
Dishware

Pennsylvania **Morihata International**
428 North 13th St. Philadelphia, PA
215-231-1328
General

Online **J-Life International, Inc.**
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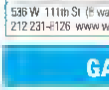
Online **Kimono Lily**
63 Flushing Ave. Brooklyn NY 11205
800-963-2498
Kimono

Online **Wuhao New York**

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536 W. 111th St. (E way & Amsterdam)
212-231-6126 www.wuhaonyc.com
Towel

GALLERY

Upper West **Gallery Sakiko**
155 W. 68th St. #1127 (B way & Amsterdam)
212-496-3253
Gallery

Chelsea **Ippodo**
521 W. 26th St. (bet. 10th&11th St)
212-967-4999
Gallery

Chelsea **NYCoo Gallery**
1133 Broadway (bet. 25th & 26th St)
212-380-1140
Gallery

Chelsea **Onishi Gallery**
521 W 26th St (bet 10th & 11th Ave.)
212-695-6035
Gallery

Lower Manhattan **gallery onetwentyeight**
128 Rivington St. (bet. Essex & Norfolk)
212-674-0244
Gallery

Queens **Gallery Gen**
47-05 30th St. Long Island City NY 11101
718-392-7717
Gallery

OTHER

Upper West **Absolute Pleasure**
1646 Park Ave (at 116th St.)
212-987-6173
Other Goods

Midtown West **Toho Shoji N.Y.**
990 6th Ave (bet. 36th & 37th Ave.)
212-868-7466
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DRIVE INTO MT. FUJI

The peak of Mt. Fuji doesn't seem that hard to reach, considering the elegant shape of the mountain, however, you should be reminded that Mt. Fuji is the highest mountain in the country. The elevation of 12,385 feet is still not a casual walk for ordinary hikers, and the weather is volatile, enough to strand hikers in unexpectedly rocky and volcanic earth.

Mt. Fuji, admired for centuries among the entire country, still offers many ways for visitors to enjoy the summer, regardless of what they expect – from adventure to scenic walk. The mountain appears different in summer, when the snow cap disappears from the iconic mountain top, but there are multiple locations for even more different views of the mountain. For those who need another option to enjoy Mt. Fuji, arrange a car ride and head to Japan's tallest mountain.

WIND UP THE MOUNTAIN

One of the passages into the national park area at the bottom of Mt. Fuji is accessible via the Fuji-Subaru Line, a toll road that connects about 18 miles between the Kawaguchi-ko exit of Chuo Highway and the Fifth Station. Winding upward, passing First through Fifth Stations, is a panoramic view of Mt. Fuji and local towns spotted far down amidst the deep nature that extends from Fuji's hillside. Right after the toll gate at the entrance of the passage, don't miss the treble clef painted on the lane. About 1 mile from the toll gate, "melody point" streches 1,148 feet. When a car drives over the grooved pavement, a famous Japanese song can be heard, generated by the grooves in well-calculated spaces. Although the melody may not be recognizable for non-Japanese visitors, the elaborate mechanism is worth experiencing. It is recommended to drive through the melody point at the steady speed of 30 mph for the best sound and steady melody.

The toll is 2,000 yen ($21) for regular cars for the 18.6 mile road up to the Fifth Station, and the Line will be open year around unless heavy snow affects the road condition.

REACH THE ELEVATION OF 7,562 FEET

Mt. Fuji is marked with 10 different levels from the bottom to the top, and the Fifth Station is where most hikers start for the summit. At the highest point accessible by car, this is a very popular destination for many visitors who prefer an easier way to enjoy the mountain, and after many hair-pin curves along the Fuji Subaru Line, it is a relatively relaxing and hospitable atmosphere, with ice cream stands, souvenir stores, horseback riding, and Japanese restaurants.

Among the stores is a post office. This tiny post office provides regular mailing service with a special Mt. Fuji stamp on any envelopes and postcards. Self-addressed, or addressed to families and friends, a Mt. Fuji postcard with the special stamp and this small station's postmark is a very popular commemorative particularly among foreign tourists.

GET CLOSE AND FEEL MT. FUJI

Right before the Fuji-Sub aru Line reaches the final stop at the Fifth Station, make a quiet stop at a small parking area with a hidden walkway into the woods that leads into the hillside of Mt. Fuji. Although the elevation is merely 7,218 feet high, the volcanic woods have enough ups and downs to leave you breathless. The walkway leads to Okuniwa, the back yard, which lies just behind the official Fifth Station, and is the perfect trek to experience Mt. Fuji's true nature as well as its volcanic texture.

The Fifth Station is at the vegetation habitat limit, and Okuniwa shows you the colorful nature and dynamism of the mountain. It is not too much to say that Okuniwa has better views of Mt. Fuji than the actual Fifth Station because of much less crowds and untouched shrubs. As you walk deeper into the woods, strangely curvy larch branches prove the harsh wind and wild climate at this elevation. Local lore says that Tengu, the legendary Japanese human-shaped creature with a Pinocchio-like nose used to come to Okuniwa to enjoy the view of Mt. Fuji. Today, people pay tribute to Tengu with the small shrine at one of the best scenic spots of Mt. Fuji.

Beyond this point, the mountain comes into view with a very strong and wild appearance. With the high-altitude forest and unique vegetations over dark volcanic dirt, the mountain is not the elegant icon known to the world any more. Rather, the dark and even cruel mountain environment surrounds visitors as if to remind humans of the real character of the famous mountain.

— *Nori Akashi* Public Relations Manager at the New York Office of JNTO

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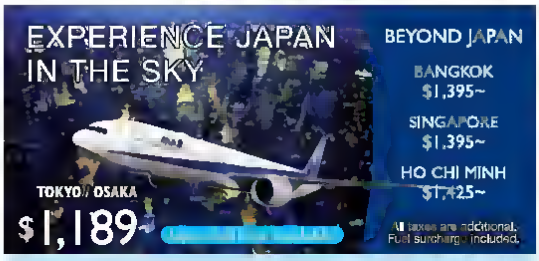

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Tour Start Date*
Sep 13, 27, Oct 11, 25, Nov 3
Tour start from Tokyo
Tour start from Osaka

Destination		
OSAKA	NARA	
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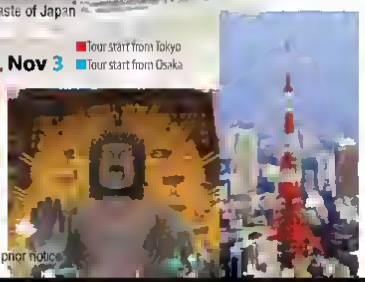

GRAND TOUR JAPAN

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The Grand Tour Japan offers a little bit of everything. It includes a visit Nara's Buddha statues, playing Pachinko in Osaka, climbing Mt. Fuji as well as trying Kaiseki cusine at a traditional inn and ramen noodles in Fukuoka.

Tour Start Dates*
Sep 24, Oct 25
Tour start from Tokyo
Tour start from Osaka

Destination		
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Love is Roarrr!: Exhibition of Ushio and Noriko Shinohara

hpgrp GALLERY NEW YORK

Japanese artist Ushio Shinohara set his base in New York about 50 years ago, and ever since he has created images and sculptures full of energy by employing a variety of motifs such as the world of American comics and super heroes, Japanese icons, and Greek mythology, etc. His wife Noriko Shinohara's works are figurative paintings painted in fluorescent and exuberant colors. She has been working on the Cutie series since 2006 and has just completed installation and paint in the hpgrp GALLERY NEW YORK

529 W. 20th St., #2W, New York, NY 10011
www.hpgrpgallery.com

July 1-31

Dream Time -First Solo Exhibition of Shu Okada

Japanese illustrator, Shu Okada, will bring her works to Linn, a Japanese restaurant in Astoria. Influenced greatly from her trip to Europe, mostly by its architecture and culture, her illustrations, using watercolor and color pencils, directly expresses what she felt

Location: Linn
2913 Broadway, Astoria, NY 11106
TEL: 718-204-0060
http://www.linnrestaurant.com/
Info: http://shuokada.com

July 7-24 FREE

Exhibitions: Sakura Flutter" & New Power of Japanese Ink

NY Coo Gallery

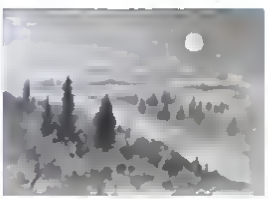
NY Coo Gallery is presenting two exhibitions at the same time. "Sakura Flutter" is a unique collaborative exhibition by three young Japanese artists in different fields: Calligraphy by Kayon, photography by Ailink, and hat design by aco. Their original artworks are based on the same theme, "sakura (cherry blossom)." The other exhibition features calligrapher Nizo Ohashi. "New Power of Japanese Ink" displays 6-8 works from his artistic calligraphies that highlight the beauty of simplicity. The opening reception will be held on July 9 from 5:30-7pm.

Location: 1133 Broadway Suite #335 (at 26th St.)
New York, NY 10010
TEL: 212-380-1149 / www.nycoo.com

July 19 - August 9

The World of Sumi-e: Hiroshi Yamamoto Exhibition

Kinokuniya Bookstore / MIE, Inc.



Kinokuniya Bookstore and MIE, Inc. will present an exhibition featuring sumi-e (wash drawing) artist, Hiroshi Yamamoto. He captures the subtle change and movement of Nature, and by controlling the harmony of ink and water, he miraculously expresses the transformation of Nature from season to season in the world of black and white. From 3pm on the 10th they will have a workshop for making original sumi-e bookmarks at Kinokuniya's event space on the second floor. The fee for the workshop and materials is $20. Reservations are required for this workshop. Email sumie@mieinc.net for reservations

Location: 1073 Avenue of the Americas, (bet. 40th & 41st Sts.)
New York, NY 10018
TEL: 212-869-1700 / www.kinokuniya.com
Info: MIE, Inc.
388 Broadway, New York, NY 10013
TEL: 917-215-4204 / sumie@mieinc.net

July 13 - August 4 FREE

Tansu -The Cabinetry Heritage of Japan

The Nippon Gallery

The Nippon Club will present Tansu: The Cabinetry Heritage of Japan, an exhibit featuring tansu (chest of drawers) from Edo, Meiji, Taisho and Showa eras at The Nippon Gallery starting July 13. This exhibition will consist of about 20 important examples of Japanese tansu chests along with supporting visuals, which will represent the full spectrum of designs used in the home as well as commercially from the Edo period to the present. This exhibit will feature several tansu designs - from the account book cabinet and ship's strongbox to the bridal chest and kitchen cupboard.

Location: 145 W. 57th St. (bet. 6th & 7th Aves.)
New York, NY 10019
TEL: 212 581 2223 / www.nipponclub.org

Performance

July 7-10

Lincoln Center Festival Featuring Ninagawa's Musashi and Teshigewara's Miroku

Lincoln Center

This year, Lincoln Center Festival features two Japanese performing arts masters Yukio Ninagawa, stage director, and Saburo Teshigawara, dancer/choreographer. *Musashi* is the original piece written by a legendary Japanese playwright Hisashi Inoue, who passed away earlier this year, and directed by Ninagawa. His intensely dramatic and comedic play stars Japanese superstar Tatsuya Fujiwara, in a saga about a ruthless hunt for revenge between two samurai. In *Miroku*, Teshigawara has created a new solo work illustrating his keen sculptural sensibilities, powerful sense of composition, and distinctive style of movement.

Location:
Musashi at David H. Koch Theater, Columbus Ave. at 63rd St.
Miroku at Base Theater, Broadway at 60th St.

TEL: 212-721-6500
For Tickets: LincolnCenterFestival.org

July 9-10
Traditional "Rakuge" Japanese Comedy Performance in English
Theatre Japan Productions

Takase Kazuki, acclaimed director of Theatre Japan Productions, Inc. will direct Obie Award Winning actress Karen Kandel of Manbou Mines in the hilarious tale from Chikamatsu, "Kei-Sei Hangon-Koh", or Miracle Painter. The story depicts the famous story of O-Toku and Mata-Hey from Kabuki and Bunraku. There will be other short Rakugo tales as well. Enjoy this rare English-language performance of comic Japanese storytelling entertainment now wildly popular in Japan.

Location: CRS (Center for Remembering and Sharing)
123 4th Ave., 2 Fl (bet. 12th & 13 Sts.), New York, NY 10003
TEL: 212 677-8621 / www.crsny.org

July 18 & 25
Reni's Japanese "Maid" Performances and Cosplay Cafe
Aspire Communications

On July 18, popular Japanese cosplay star, Reni, will be singing and dancing Anime & J-pop Songs as well as her original tunes in Moe Style with her backup dancers at The Living Room on the Lower East Side. Cosplayers are welcome to participate. Also on the 25th, Reni will open her own Cosplay Cafe in the Japan Block Fair taking place in Astoria, Queens. Maid waitress and Reni herself will serve desserts and drinks and treat the customers as if they are princes and princesses in a "kawaii" atmosphere.

Location: July 18, The Living Room
154 Ludlow St (bet. Stanton and Rivington Sts.)
New York, NY 10002
www.livingroomny.com
July 25, B'way from 47th to Steinway and 42nd & 43rd Sts., Astoria
www.japanblockfair.com
Info: www.renireni.com

Lecture/Forum/ Film/Festival

June 25 – July 8
New York Asian Film Festival (NYAFF)
Subway Cinema

Subway Cinema, in conjunction with the Film Society of Lincoln Center and Japan Society's Japan Cuts: Festival of New Japanese Films, is presenting the ninth annual New York Asian Film Festival. This year's line-up features more than 40 selections of the best, the strangest, and the most entertaining films from Korea, China, Japan, and all across Asia. This year's biggest Japanese films include the U.S. premiere of Tetsuya Nakashima's (*Memories of Matsuko, Kamikaze Girls*) *Confessions*, about a schoolteacher who is convinced that her daughter was murdered by two of her seventh-grade students, as well as the New York premiere of Yoshihiro Nakamura's (*Fish Story*) *Golden Slumber* which plays like a riff on Hitchcock's "wrong man" movies, only bigger and deeper. Don't miss out on what The New York Times calls, "one of the city's most valuable events." Please visit the Subway Cinema blog for scheduled times, venue information, and ticket prices and availabilities.

Info: www.subwaycinemanews.com

Event

June 28
Echizen Shikki (Japanese Lacquer) and Japanese Cuisine
MIE, Inc.

In collaboration with Soumei Shikki-ten, Japanese Culinary Center, Katoukichibee Shouten, and Hibino Restaurant, MIE, Inc. will present a food event to introduce the delicacy of Fukui Prefecture (formerly called Echizen). The event at Japan Culinary Center will feature foods created by Chef Hayashi of Hibino restaurant in Brooklyn paired with BORN sake from Katoukichibee Shouten, and the foods are presented on Echizen Shikki (Japanese lacquer). The fee for this event is $120, and the participants will receive a set of Echizen Shikki. To apply go to http://japaneseculinarycenter.com/

Location: Japanese Culinary Center
711 Third Ave., (on 45th St.), New York, NY 10017
Jcc@nymtc.com
Info: MIE, Inc.
388 Broadway, New York, NY 10013
TEL: 917 215-4204 / echizen@mieinc.net

Event Feature

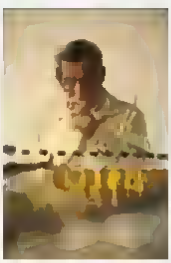
July 19

Japanese Whisky: Lecture and Cooking Demonstration

The Gohan Society

It is relatively unknown that Japan produces high quality Whisky in this country, but this lecture and cooking demonstration event on Japanese Whisky will blow your mind. Presented by the Gohan Society, the non-profit organization to foster an understanding and appreciation of Japan's culinary heritage in the U.S. through educational outreach, the event features the lecture given by Chief Blender of Suntory Whisky, Mr. Seiichi Koshimizu, and Whisky Expert, Mr. Lincoln Henderson and cooking demonstration by a celebrated chef Suvir Saran.

Mr. Koshimizu is Japan's most famous blender and the first Japanese judge for the prestigious International Spirits Challenges in London, and he is also responsible for the development of Suntory's blended whisky products, adding his own innovative methods to the traditional whiskey process. His original developments in whisky processing include the Bamboo Charcoal Filtration and Japanese Oak Cask Maturation. He will talk about how he marries 10 kinds of unblended malt whisky to make a premium whisky "Hibiki".



Chef Saran will also create original dishes to pair with the high quality Japanese Whiskey. This event is open to the public and will start from 6:30pm. Admission is $30.

Location: The French Culinary Institute
462 Broadway (at Grand St.), New York, NY 10013
Info: Gohan Society
TEL: 212-385-3550 / www.gohansociety.org

July 6 & 7

"Hakkaisan" Sake Tasting and Pairing Event

Sake Discoveries, LLC

Sake Discoveries,LLC presents two events featuring Hakkaisan. On July 6, at Momokawa restaurant, you can enjoy an Hakkaisan pairing dinner for $65 (tax and tips not included) and three Hakkaisan tasting sets with appetizers for $20. From 6:30-9pm, the president of Hakkaisan, Mr. Jiro Naguma will join the event to talk with you. On July 7 at Sakagura, you'll have a chance to join a Tanabata (Star Festival) party (standing) with Mr. Naguma for $50 (tax and tips included). During the event, you can enjoy foods, all-you can-drink Hakkaisan, and a gift from Hakkaisan, and Timothy "Sake Samurai" Sullivan will navigate you through the world of Hakkaisan.

Location: July 6 - Momokawa
157 E. 28th St., New York, NY 10016
TEL. 212-684-7830
July 7 - Sakagura
211 E. 43rd St., New York, NY 10017
TEL. 212-953-7253
Info: Sake Discoveries, LLC
chiz@sakediscoveries.com

July 11 FREE

Tanabata Kids' Day

Kiteya SoHo

Cefebrating Japan's Tanabata (Star Festival), Kiteya SoHo presents Kiteya Kids' Day for two to five year old children. Following the Japanese tradition, they sing Tanabata song together, write a wish on a tanzaku (a slip of paper), and make a craft ornament to decorate bamboo trees. The event will be conducted in Japanese and English. Seats are limited to 15 people, and reservations are required. The one-hour event starts at 2pm.

Location: 464 Broome St. (bet. Mercer & Greene Sts.)
New York, NY 10013
www.kiteyany.com

July 15-18

Food Fair: Gourmet Travel Around Japan!

Mitsuwa Marketplace

Mitsuwa Marketplace in New Jersey will host the "Gourmet Travel Around Japan!" food fair offering delicacies gathered from nationwide Japan. Examples are saba sushi (two-tiered sushi with Spanish mackerel and an assortment of toppings) from Hirano-ya, Yaki-Gyoza (gyoza dumpling with chinese chives) from Utsunomiya Gyoza, Maki-dora-mochi (red bean paste and cream rolled in crepe-like hot cakes) from Anchin-Do, Su-Manju (Man-Doo dumpling with miso sauce) from Hotaka-ya, and Tonkotsu Ramen from Tatsunoya. 10 chefs from each restaurant will come to demonstrate their expertise. It is a great opportunity to try Japanese delicacies fresh off the grill.

Location: 595 River Rd., Edgewater, NJ 07020
TEL. 201-941-9113
www.mitsuwa.com/english

July 17

JapanTown East Village Street Fair

JapanTown

The NYC Japan Street Fair is back by popular demand with a new name JapanTown! Bringing together Japanese local businesses and international companies, this year's JapanTown will be a series of three festivals held in the East Village, Midtown, and the Upper East Side. Beginning July 17 is the Cool Japan Festival in the East Village with more than 100 Japanese restaurants and businesses in attendance. The JapanTown Cool Japan festival will highlight what's new in Japanese culture with the latest in street fashion, anime, and food.

Location: 4th Ave. (bet. 8th & 10th Sts.)
New York, NY 10003
www.nyjapantown.org

July 25

Japan Block Fair @ Astoria, Queens

Japan Block Fair comes to Astoria, Queens, for the first time ever, and will paint the street the color of Japan. From 11am to 6pm on July 25, Japanese "En'nichi" (street fair) inspired block fair will take place one block from 43rd Street on Broadway between 47th to Steinway Street. It will reproduce the feel of Japanese summer festivals, offering cotton candy, char-grilled corn, goldfish game, yo-yo fishing, karaoke, yukata-wearing service, and more. People wearing yukata will receive a gift. Indulge in Japan's summer in Astoria.

www.japanblockfair.com

September 18

International Karate Competition

Kyokushin Karate

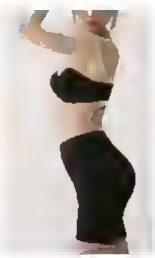
International Karate Organization (IKO), Kyokushinkaikan, will present The 2010 All American Open International Karate Championships at the Hunter College Sports Complex on Sep. 18. Featuring some of the best competitors in the world including National, International and World Champions as well as the top male & female fighters from around the globe. Come join thousands of other fans to find out who will be the next All American Karate Champion. Call for Tickets: $25-$55 ($30-$65 at the door). Group Ticketing is available.

Location: Hunter College
68th St. & Lexington Ave.
New York, NY 10021
TEL. 212-947-3334 / www.kkny.net

Happenings

Summer Campaign: Free Detachable Straps for Bra with a Purchase

Ripplu



Customized lingerie store, Ripplu, is presenting their summer campaign offering a wide variety of bra items such as Bradelis® original strapless bra, seamless bras, and American and European brand push-up bras from June 25 to July 28. During this period, those who purchase a strapless bra in the store will receive free straps that can be attached to a strapless bra to make it halter neck, crisscross, and any other styles according to your outfit. Also, for the person who spends more than $50 and presents the ad on page 52, they offer a $5 discount. (Sale items are excluded.)

Location: 66 Madison Ave. (bet. 27th & 28th Sts.)
New York, NY 10016
TEL. 212-599-2223
www.ripplu.com

Introducing New Summer Flavors

Café Zaiya Midtown

Café Zaiya has just introduced summery sweets that cool you down. The Green Tea Shaved Ice (small $3.79, Large $4.29) is a shaved ice with homemade matcha syrup and scrumptious shiratama (rice flour dumpling), which creates an exquisite blend of bitterness and sweetness and is offered during summer only. Other new introductions are Lychee Jelly ($3.50), Orange & Apple Vinegar Jelly ($3.50) and Strawberry Parfait ($3.95), all of which show a unique combination of mousse and jelly. They are offered all year round.

Location: 18 E. 41st St. (bet. 5th & Madison Aves.)
New York, NY 10017
www.zaiyany.com

New Satin Eye Color Trio Makeup

Shiseido Cosmetics

Inspired by makeup artist Dick Page's travels around the globe, Shiseido tri-color palettes are the latest additions to the Shiseido Makeup Luminizing Satin Eye Color collection, which consists of naturally contrasting and highlighting shades that help brighten eyes with astounding results. The seven unique palettes of shades will be available nationwide at fine department and specialty stores beginning in August.

Location: 900 3rd Ave.
New York, NY 10022
TEL: 212-805-2300 / www.sea.shiseido.com

Event Highlights for July

Kinokuniya Bookstore

July 2 Kinokuniya will host an Anime Day featuring the authors of the Avatar: the Last Airbender comic in conjunction with Del Rey Comics and New York Anime Festival. As with any NYAF/Kinokuniya anime day, there will also be a number of exciting presentations and activities. From July 10 through Aug. 8, Kinokuniya will host a Sumi/Shodo art/calligraphy exhibition by artist Hiroshi Yamamoto in conjunction with MIF productions. Yamamoto will host a reception/workshop on July 10 to introduce people to the art forms and his art. On July 11 and 24, Ayako Brodek, author of Origami Jewelry will demonstrate her art of making Jewelry from origami. The July 24th workshop will work in anticipation of the upcoming Origami U.S.A. convention. On July 16 and 17, there will be a Yukata no Kikata class, where you can learn how to wear yukata from kimono masters visiting from Japan. On July 22, Kinokuniya is holding an event featuring Masa Kogure, author and founder of "Table For Two," the organization that feeds needy people in impoverished areas by collecting just 20 yen extra on featured food products while advocating a balanced, nutritious diet for people in affluent countries.

Location: 1073 Avenue of the Americas
(bet. 40th & 41st Sts.)
New York, NY 10018
TEL: 212-869-1700 / www.kinokuniya.com

Just Started!—Brunch at MEGU Midtown

MEGU Midtown

For the first time, MEGU Midtown will be offering a Weekend Brunch menu available on Saturdays and Sundays from 11am to 3pm featuring MEGU signature items such as *MEGU Original Kobe Burger and Ladies Cod Burger* and new, exciting brunch items like *Organic Eggs Benedict with Smoked Salmon and Caviar, Kobe Steak and Eggs* and even a *Kids Brunch Platter* featuring *Mini Kobe Burgers, Truffle Fries* and more! (Lunch items available during brunch as well). They also just started a brand new 5 course prix fixe lunch for $75, featuring a multitude of MEGU favorites.

Location: 845 United Nations Plaza (The Trump Tower, 1st Fl.)
New York, NY 10017
TEL: 212-964-7777 / www.megurestaurants.com

Discount Off "Tokyo Maximum Tour" for Chopsticks NY Readers

H.I.S. Travel

Destination Japan, a tour service designed to provide the most exciting and memorable experiences in Japan, is now offering a $100 discount off when you purchase by check or cash their popular "Tokyo Maximum Tour 2010" (Sep 15 - Sep 23) package by July 11. This exclusive tour includes 9 days 7 nights in Tokyo, Japan with visits to The Tokyo Game Show, Akihabara, Shibuya, Harajuku, and they are including a Dinner-Karaoke night this year as well. Be sure to mention Chopsticks NY when you place your order.

TEL: 1-877-385-2726
www.destination-japan.com

Introducing Summer Healthy Menu

Souen East Village

Macrobiotics themed restaurant, Souen Noodle, is now introducing a variety of healthy summer items that boost your energy. What's recommended among the new items is *Mushroom Gravy Sauce*. It's a dish that comes with seitan and an abundance of mushrooms (oyster and white mushrooms) and vegetables. Other seasonal highlights include *Kimpira Brown Rice Burger* ($8) for limited number everyday and Cold Noodles with sesame dipping sauce ($10).

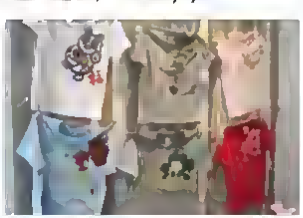
Location: 326 E. 6th St. (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL: 212-388-1155
http://souen.net/

Draw Your Name on Kid's Yuzen Dyed-T-shirts

Kiteya SoHo

Kyoto-themed gift store Kiteya SoHo will offer a free name drawing service for those who purchase Kids' Yuzen Dyed T-shirts from July 13 to 18. From 1pm to 4pm on the 17th, they will also have a demonstration of drawing your name on T-shirts.

Location: 464 Broome St. (bet. Mercer & Greene Sts.)
New York, NY 10013
TEL: 212-219-7505 / contact@kiteyany.com



Free Orientation For New Japanese Language and Manga Class

Hills Learning

Language school, Hills Learning, is offering a free orientation for their new Highschool Japanese with Manga

Class on July 16. The orientation is a great opportunity for students and their parents to come visit their facility, meet the teachers, and ask any questions they may have. In the class, students will learn the basics of Japanese, while also reading manga. Teachers have selected specific sections of manga that are appropriate to teach Japanese and fit with the school's general Japanese curriculum. All students must apply with their name and parent(s)'s name to events@hillslearning.com or call

Location: 380 Lexington Ave., 17th Fl.
(bet. 40th & 41 Sts.)
New York, NY 10017
TEL. 646-340-4977 / www.hillslearning.com

Huge Discount on Wines for Chopsticks NY Readers

Sushi Zen

Hi-end sushi restaurant in Midtown, Sushi Zen, is now serving four kinds of wine from Bogle Vineyards, CA, at dinnertime at a discount price. Until July 15, customers who order the vineyards' Sauvignon Blanc, Chardonnay, Merlot, or Pinot Noir for outside seating will enjoy them for $5 per glass (Reg. $8), $10 per carafe (Reg. $16), and $20 per bottle (Reg. 32). But Chopsticks NY readers will receive an even greater discount! For outside seating, readers can get the vineyards' wine for $4 per glass, $8 per carafe, and $16 per bottle, and will receive a discount when seated inside: $6 per glass, $12 per carafe, and $24 per bottle. After this promotion ends, they will start another promotion offering Sapporo beer and chilled sake at special prices.

Location: 108 W. 44th St., (bet. 6th & 7th Aves.)
New York, NY 10036
TEL. 212-302-0707

New Daycare Program Added and $15 Discount Registration Fee

NYCNDA, LLC (NYC Let's Play in Japanese)

NYC's Japanese children's center in the East Village, NYCNDA, is introducing a daycare service. The daycare will include playgroup activities (story-time, music, singing, cultural games & crafts) as well as daily trips to the playground, weekly yoga class and traditional karate taught in Japanese. Japanese breakfast and snacks are included. Chopsticks readers will receive a $15 discount off registration fee. (Reg. $40). Also, in the fall they will begin a weekly art class with a local Japanese painter. All activites will be held in Japanese with current NYCNDA staff. View details on their website.

Location: 315 E. 5th St. #1H,
New York, NY 10003
TEL. 646-334-7426 / www.nycnda.com

Ramen Jazz Live on Tuesdays

Kamhi

Ramen house, KAMBI, constantly introduces eye-opening, seasonal menus and amuses customers, but their witty offerings are not limited to the ramen menu. On Tuesdays they bring live jazz sessions to the restaurant. Slurp ramen and enjoy full sessions of jazz trio (piano, bass, drum). The first session is 7:15pm and the second session is 9-10pm.

Location: 351 E. 14th St. (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL. 212-228-1366

Trip to Japan Promotion: Free Cell Phone Rental in Japan

JTB USA Inc. New Jersey

JTB New Jersey will have a promotion for Chopsticks NY readers who plan to visit Japan in July. Free cell phone rental, which can be used in Japan. To enjoy this offer, mention Chopsticks NY upon phone reservation. Some of the summer highlights from JTB New Jersey are 7days 5nights tour to Japan (air ticket & hotel fee inclusive) from $1230 and package tour to China, Thailand, Korea, Hong Kong, and Vietnam via Japan. In Japan they also have a one day trip to Mt. Fuji, Hakone, Kyoto tour, the World Heritage tour, English guided tour experiencing sushi making, calligraphy, and samurai & ninja tour, all of which can be reserved before you leave the U.S.

Location: JTB USA Inc. New Jersey (at Mitsuwa Marketplace)
595 River Road, Edgewater, NJ 07020
TEL. 1-800-222-5824
www.jtbusa.com/en

Introducing New Menu and Happy Hour

Inakaya

Robatayaki (traditional Japanese grilling style on a hearth) specialty restaurant in Midtown, Inakaya, is adding new items to their regular menu. *Golden Eye Snapper* has been served only when the market supplied the item, but due to high demand, they decided to serve it regularly. Directly sent from Japan and masterfully grilled by robatayaki technique, the fish boasts the scrumptious combination of crispy skin and juicy meat. *Steamed Vegetables* consist of nine kinds of seasonal vegetables delectably steamed in the seiro basket. Also, they are starting Happy Hour in July. The hours are from 5-7pm, you can enjoy beverages at the bar for $7 per glass.

Location: 231 W. 40th St. (bet. 7th & 8th Aves.)
New York, NY 10018
TEL. 212-354-2195
www.inakayany.com

Bi-lingual Summer Camp at Scarsdale International Lifelong Education (ILE)

A great opportunity to immerse your child more into Japanese culture. 8 week bi-lingual summer camp program (July 5 to Aug. 27) will be offered at Scarsdale's International Lifelong Education (ILE). In the morning the language class is divided into native Japanese speakers and non-native to learn their target language intensively, and in the afternoon, they get together in the bi-lingual class and enjoy activities like computer, science, sports, calligraphy, music, and more. Once a week they'll have an excursion to shops and offices as well. The curriculum will change biweekly, and weekly participation is allowed. Various discount rates can be applied, contact ILE for details.

Location: 81 Montgomery Ave., 2nd Fl.
Scarsdale, NY 10583
TEL. 914-723-7600
www.internationallifelongeducation.com

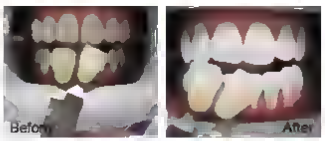
Discount Off Teeth Whitening With Zoom! Technology

Dr. Grace E. Jeon

Dr. Grace E. Jeon, a cosmetic dentistry specialist located in Rockefeller Center, is offering a teeth-whitening treatment with the discounted price of $550 (Reg. $750) from

July 1 – 31 Using a scientifically advanced tooth whitening procedure known as The Zoom! Chairside Whitening System, this special treatment will make your teeth dramatically whiter in just one office visit

Location: 45 Rockefeller Plaza
(bet 50th & 51st Sts.) Suite 1818
New York, NY 10111
TEL: 212-247-3421

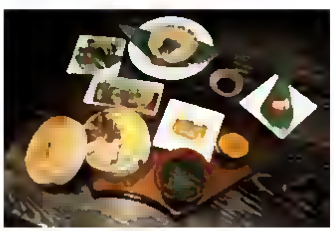


Free Draft Beer for Chopsticks NY Readers

Kirakuya

Newly opened authentic Japanese Izakaya, Kirakuya, located in Koreatown, just started serving lunch with a series of lunch set menu The set menu comes with your choice of entree steamed rice in a seiro basket, miso soup and 5 other appetizers, and it's surprisingly priced between $9.99-$11.99 During the month of July they are offering a free glass of draft beer for Chopsticks NY readers both at lunchtime and dinnertime To enjoy this offer, mention Chopsticks NY

Location: 2 W. 32nd St., 2 Fl., (bet. 5th Ave. & Broadway)
New York, NY 10001
TEL: 212-695-7272
www.kirakuya-nyc.com



15% Off All Quality Knives

Korin Japanese Trading

Since its establishment in 1982, Korin Japanese Trading has been providing fine Japanese knives, tableware and kitchenware to restaurants, hotels and home kitchens The Korin Summer Knives Sale is currently being held, at which all their quality knives are 15% off Highly recommended brands like Togiharu, Masanobu, Misono, and Masamoto can be purchased at the discount price For full product line, visit their website The promotion ends on July 31

Location: 57 Warren St., (bet. Church St. & W. Broadway)
New York, NY 10007
TEL: 1-800-626-2172
www.korin.com

Buden Brand's Japanese T-shirts 20% off in July

Mars New York

Mars New York, Located adjacent to Mitsuwa Marketplace in NJ, is a one-stop Japanese gift shop where you can find Japanese gift items as well as Japanese housewares, furniture and anime items. During the month of July, they will offer their Buden Brand's T-shirts 10-20% off. Short sleeves are 10% off and long sleeves 20% off To enjoy this offer, present the ad on page 52

Location: 595 River Rd., Edgewater, NJ 07020
TEL: 201-945-1134 / www.littlejapanese.com

20% Off Discount On Brazilian Straightening Perm

Giovanni-Sacchi

Giovanni-Sacchi a funky '40s hair salon located on the Upper East Side is offering a special 20% discount off the regular price for Brazilian Straightening Perm for the month of June If you come in for any salon services on Tuesday, Wednesday or Thursday, a complimentary Ionic Conditioner will also be provided for free Be sure to mention Chopsticks NY when making reservations and check out their website for the full price list

Location: 1364 Lexington Ave., (bet. 90th & 91st Sts.)
New York, NY 10128
TEL: 212-360-5557 / www.giovanni-sacchi.com

$15 Off Shiatsu for Chopsticks NY Readers

Your True Self

During the month of July shiatsu salon on the Upper West Side, Your True Self, will offer a one-hour shiatsu massage for $60 (Reg. $75) for Chopsticks NY readers Shiatsu produces immediate relief from stress, enhances blood circulation and energy flow throughout the body, and assists the body's natural process of releasing toxins The practitioner of the salon is the daughter of a master Reiki practitioner She was trained in Japan and has over 20 years of experience To redeem this offer mention Chopsticks NY upon making an appointment The appointment can be made by phone only

Location: 501 Seminary Row (at Amsterdam Ave.)
New York, NY 10027
TEL: 212-678-4251
http://web.me.com/yukokotakemoto/Shiatsu

An Eastern Medicine Check Up For Your Body

iDo Holistic Center

iDo Holistic Center provides a check up and consultation service from the Eastern herbal medicine viewpoint Also called "kampo", Eastern herbal medicine is effective for physical and mental problems unique to females such as PMS, menopause, fibroid, sterility and is helpful for migraines, allergy and constipation as well Until the end of July, they are offering a 30-minute check up and consultation session for $20 (reg. $80). Along with the check up, they will advise you on your diet-plan and make suggestions for lifestyle improvement. You may purchase the herbal medicine they suggest on site

Location: 9 E. 45th St., 8th Fl., (bet. 5th & Madison Aves.)
New York, NY 10017
TEL: 212-599-5300 / www.idocenter.com

Discount On Water Purifier Made in Japan

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Drinking clean water is essential for living a healthy life, however, it is not easy to get non-toxic water without the help of a water purifier Aqua J8 is a water purifier which has an innovative, high quality filter with multiple types of carbons to remove toxins effectively The purifier, made in Japan, can be easily equipped and there is no need to replace the cartridge for more than 10 years thanks to its back wash functions. June Bees, distributor of Aqua J8, offers the product for $499 (reg. $540) with free domestic delivery for Chopsticks NY readers until the end of July To redeem this offer, be sure to write code "CS-AQUAJ8" when you place an order Enjoy safe, healthy and tasty water every day

Info: 847-380-1468
www.junebees.com

entertainment ★ DVD

PRINCIPLES FROM A SAMURAI SWORD MASTER'S LIFE

Musashi Miyamoto is the single most famous legendary kengo (samurai sword master) in Japan, and in a global context he is probably best known as the author of *The Book of Five Rings (Go Rin No Sho)*, which discusses the techniques that he accomplished as well as the discipline he applied toward using them. His life story and philosophy attract a lot of fans, not only those who pursue martial arts but also business people. This book is one of the most favorite period pieces of the Japanese and one of the most frequently depicted samurai epic dramas along with stories like 47 Ronin and Yoshitsune Minamoto. This often-told tale is now available in the U.S. thanks to Animeigo's **Miyamoto Musashi - The Ultimate Samurai**, a collector's edition of five 1960s films about the kengo.

Based on Eiji Yoshikawa's biographical novel, this 10-hour epic starts with young Musashi (named Takezo at the time) and his childhood friend Matahachi ending up on the losing side of the Battle of Sekigahara, the decisive battle that ended Japan's War Period of 140 years from the 15th to the 17th century. The first film, *Miyamoto Musashi* (1961), introduces Musashi as a war orphan who cannot repress his abundant testosterone but doesn't know how to use it. He is forced into a three year confinement by the enigmatic monk Takuan. In the second film, *Duel at Hannya Hill* (1962), Musashi survives the confinement which provided him with education and spiritual maturity, and sets out on his journey of sharpening his sword technique and discipline. By challenging the swordsmen of the Yoshioka Dojo and the spearmen of Hozoin Temple, Musashi's name gradually spread. In the third film, *Birth of the Nito-ryu Style* (1963), he attempts a duel with the renowned master Yagyu Sekishuusai and this leads to Musashi developing his two-sword technique. At the same time, the episode introduces Musashi's greatest rival, Kojiro Sasaki. The fourth film *Duel at Ichijo-ji Temple* (1964), shows how his life has become more complicated after numerous victories. Hunted and respected at the same time, Musashi begins to realize the futility of using the sword. However, he cannot evade a confrontation with the Yoshioka Dojo where he takes 73 members in a single duel. The last film, *Duel at Ganryu Island* (1965), culminates in Musashi's famous duel with Kojiro Sasaki in which he does not use a real sword.

Tomu Uchida's direction, while not overly digressing from the traditional samurai filmmaking method, incorporates stylish elements and psychedelic expression from the 60s to depict graphic fighting scenes and Musashi's fluctuating emotions. With Kinnosuke Nakamura, a film star and an heir of the Kabuki theater clan, starring as Musashi, the epic films represent the strength of Japan's studio production at the time. The star-studded films' cast members include international actors like Isao Kimura (*Seven Samurai, Throne of Blood, Stray Dog*) as Matahachi, Rentaro Mikuni (*Vengeance is Mine, Rikyu*) as the monk Takuan, and a very young Ken Takakura (*The Yakuza, Black Rain*) as Kojiro Sasaki. Skillfully intertwining dramatic subplots of love, friendship, vengeance, forgiveness and perseverance with ample life lessons, Miyamoto Musashi – The Ultimate Samurai, is a pleasure to watch for all filmgoers, both martial arts followers and those who enjoy quality films.

Miyamoto Musashi – The Ultimate Samurai
Directed by Tomu Uchida
Cast: Kinnosuke Nakamura, Ken Takakura, Isao Kimura, Rentaro Mikuni, Wakabe Ine, Satomi Oka
© 1961-1965 Toei Co., Ltd.

Miyamoto Musashi – The Ultimate Samurai is available at Animeigo.com.

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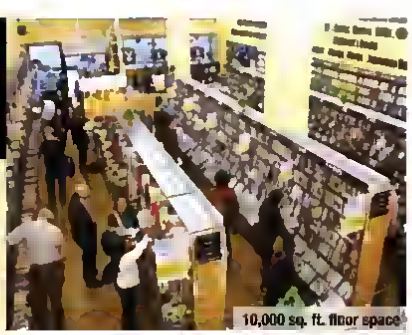

Lincoln Center Festival
July 7–25, 2010

MUSASHI

Playwright **Hisashi Inoue**
Director **Yukio Ninagawa**

This intensely dramatic and riotously comedic play stars 28-year-old Japanese superstar Tatsuya Fujiwara as one of two samurai in a ruthless hunt for revenge.

July 7–10
David H. Koch Theater
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Photos: Festival logo image ©Iwa Studio; *Musashi*: Takahiro Wakasugi

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Alice Tully Hall or **Avery Fisher Hall Box Office**
Broadway at 65th Street

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SOUL FOOD FESTIVAL
Sunday, September 26th
Lexington Ave (bet 93rd-96th)
Upper East Side

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Legend has it that Mr. Tokumatsu Ishikawa, founder of Zebra Co., Ltd. in Japan, wanted a company name that would be memorable and also appropriate for their export business to other countries. He took an English/Japanese dictionary and, opening it Japanese style from the back, started with the "Z" words. He stopped at "*Zebra*".

Upon further research, Mr. Ishikawa found that zebras are gentle animals with a strong family herding instinct. This was an important attribute, since he wanted to build a business in which employees and customers were all part of a family-like culture.

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16 Tofu	17 Vegetable Soup with Tofu	18 Chile Relleno with Tofu	19 BLT Pasta Salad	20 Chili Bowl with Tofu	21 Tofu Cutlet with Snake Bean	22 Mexican Fiesta Casserole
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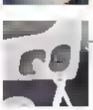

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